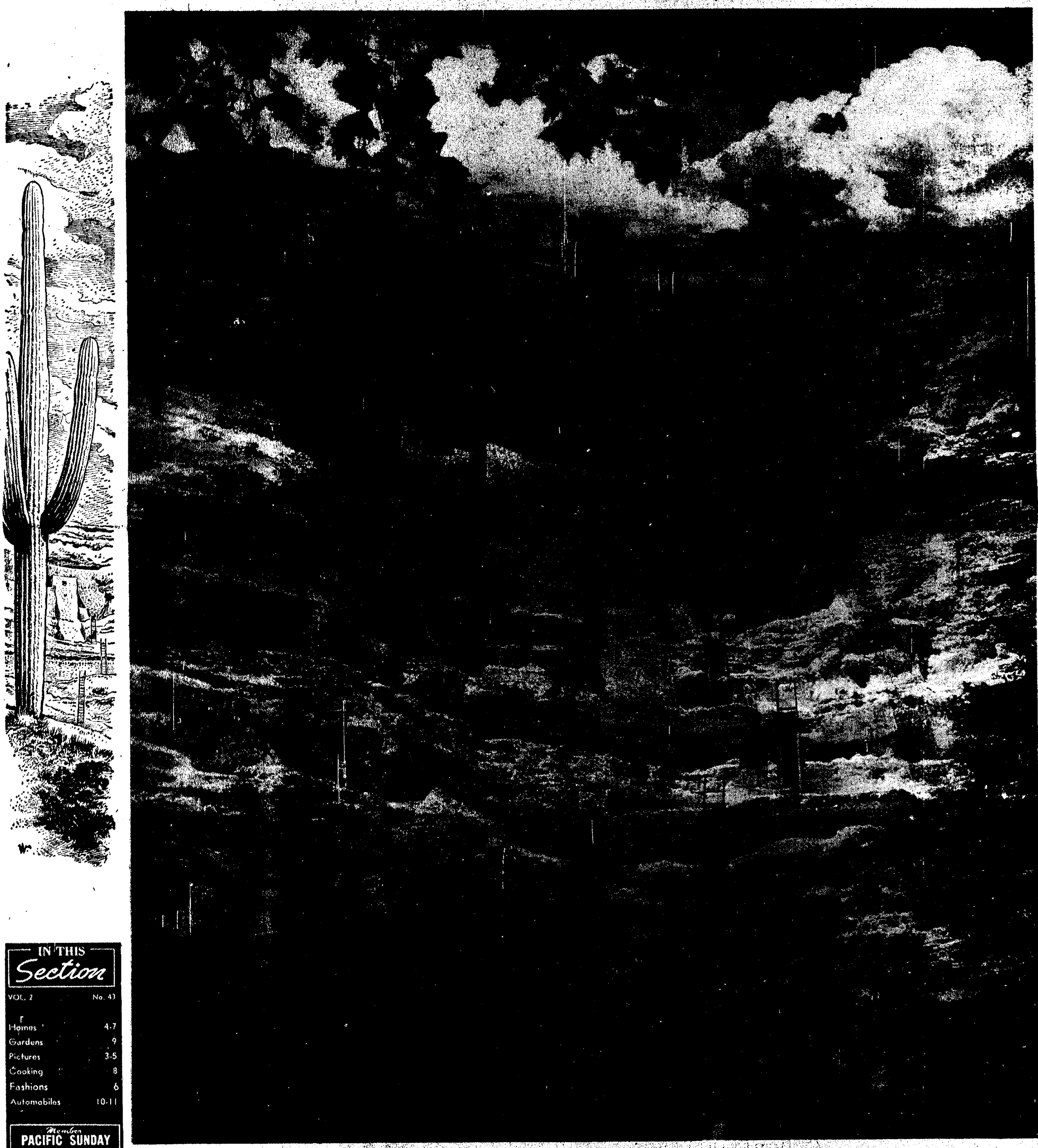
Press-Telegram
Southland
MAGAZINE Section

LONG BEACH, CALIFORNIA, SUNDAY, NOVEMBER 27, 1949



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VOL. 2 No. 41

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Member PACIFIC SUNDAY MAGAZINES

FRED TAYLOR KRAFT, Magazine Editor

MONTEZUMA'S CASTLE

—Photo Courtesy of Phoenix Chamber of Commerce.

High in a rock cliff is Montezuma's Castle, a 5-story adobe ruin situated near Cottonwood, Arizona.

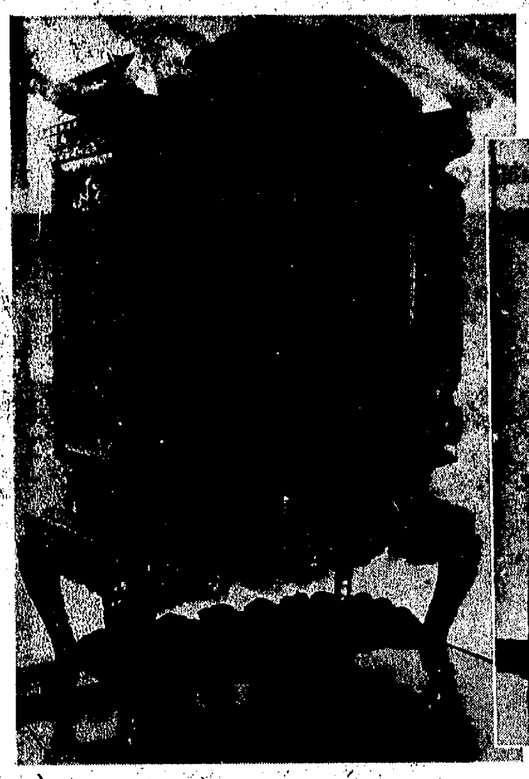
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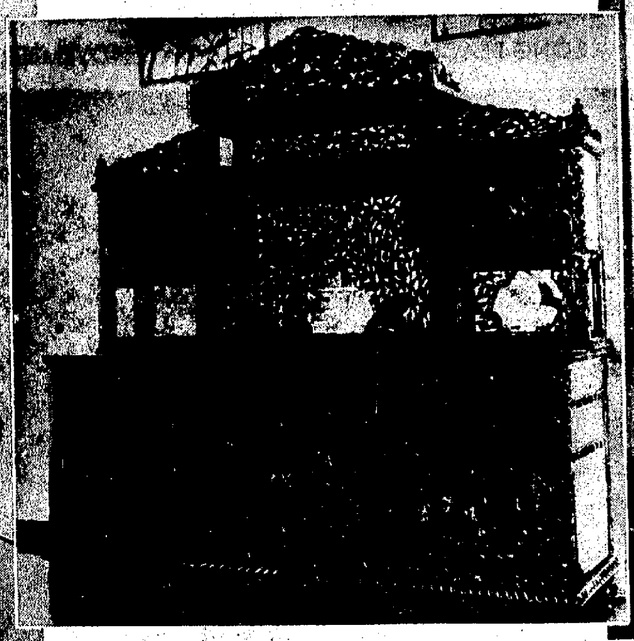


The Howard collection of Oriental art, preserved by the Assistance League of Long Beach, is housed in the league clubhouse. Above is a view inside the club.

Treasure from the Orient

By Ruth Reece







Known as a "breakfront," intricately-carved cabinet for dishes (below) is the expression of a skilled craftsman of long ago. It's one of most beautiful heavier pieces in Assistance League exhibition.

The masterful carving of the jewel cabinet (left above) reveals the great skill of the craftsman who made it. It has eighteen drawers.

China cabinet (right above) is of blackwood with dragon carved on top. On its shelves are displayed rare old porcelain and cloisonne.

Oriental art in many beautiful and costly forms makes up the Assistance League collection.

IF YOU lived in Long Beach prior to 1930, you probably will recall the old Bixby home on the corner of West Ocean Blvd. and Magnolia Ave., with its cupola looking out toward the sea. In the yard an ancient Chinese incense burner attracted the attention of curious passersby, who often stoppd to inquire what it was and from whence it had come.

Opening the door to such callers was Margaret H. Howard, who was only too eager to show the visitors room after room containing the remarkable collection of Oriental art objects which she had gathered.

Her home was a show place which became a popular rendezvous for students and others interested in Oriental art, who came again and again to admire the hand-carved teakwood tables, the beautiful cabinets, filled with lovely porcelain and china, the exquisitely embroidered ceremonial robes, the jade pieces and other objects in this priceless collection of 2617 pieces, one of the largest individual collections west of Chicago.

In time, Mrs. Howard turned the place into a store, employing several people to sell objects of little value as curios to tourists, and with the money she continued her study and collection of everything pertaining to her hobby.

She made eight trips to the Orient, during which she purchased two collections of rare art objects, as well as a large number of Japanese temple hangings.

THEN in 1915, at the Pan-Pacific International Exposition at San Francisco, Mrs. Howard had a combination store and exhibit in the Inside Inn and, at the conclusion of the fair, bought out several Chinese art displays from the Chinese government.

It was at this time that she rented the Bixby home to house this valuable collection. Two years later she purchased the property and opened the store.

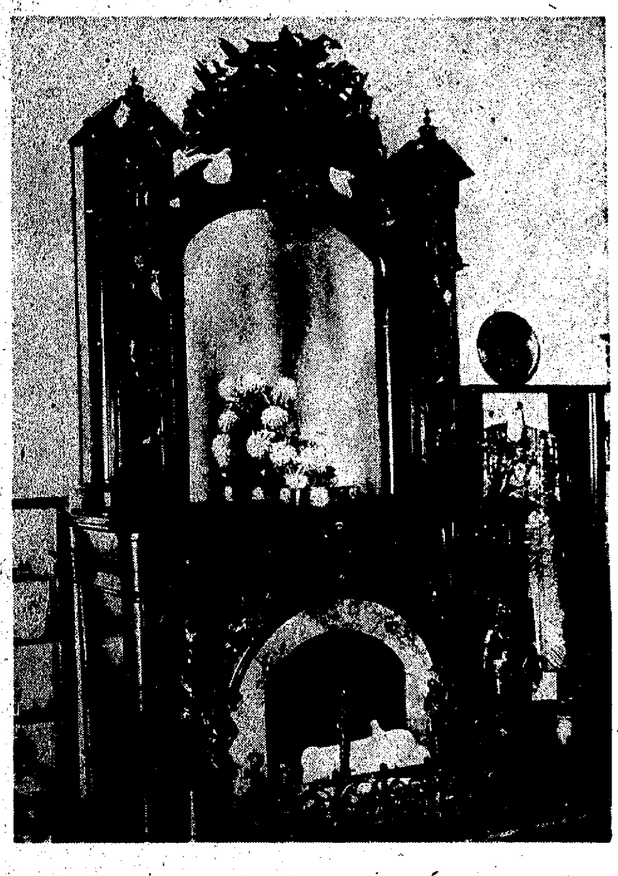
In 1930, when her health began to fail, Mrs. Howard closed the store, but with her husband, Walter Lincoln Howard, who was a student of Oriental art rather than a collector, she gave lavish Chinese dinner parties that were the talk of the town. Greeting their guests in beautiful Oriental ceremonial robes, the hosts served dinners of many courses, after which they would give lectures on the priceless articles that filled every room.

Now this remarkable collection is being presented to the people of this city for all time through the efforts of members of the Assistance League of Long Beach.

BUT THIS is the story, as told by Henry Harold Hare, superintendent of maintenance and construction at Occidental College, a nephew of Mrs. Howard.

Following her husband's death in 1940 at the age of 77, Mrs. Howard, in an effort to keep her collection together, offered it to Occidental College but the offer had to be refused because of lack of a suitable place in which to house it. Then Mrs. Howard made a will, in which she left the collection to any organization which would house it properly and make it available to the public.

In 1946, at the age of 78, Mrs. Howard passed away, leaving her estate to be divided among her heirs, her brother, William L. Hare of 6009 Linden Ave.; her nephew, mentioned above, son of William Hare, and her cousin, Mrs. Josephine Hora of Pasadena.



Four craftsmen worked three full years to carve this mantelpiece and money cost was estimated at $20,000.

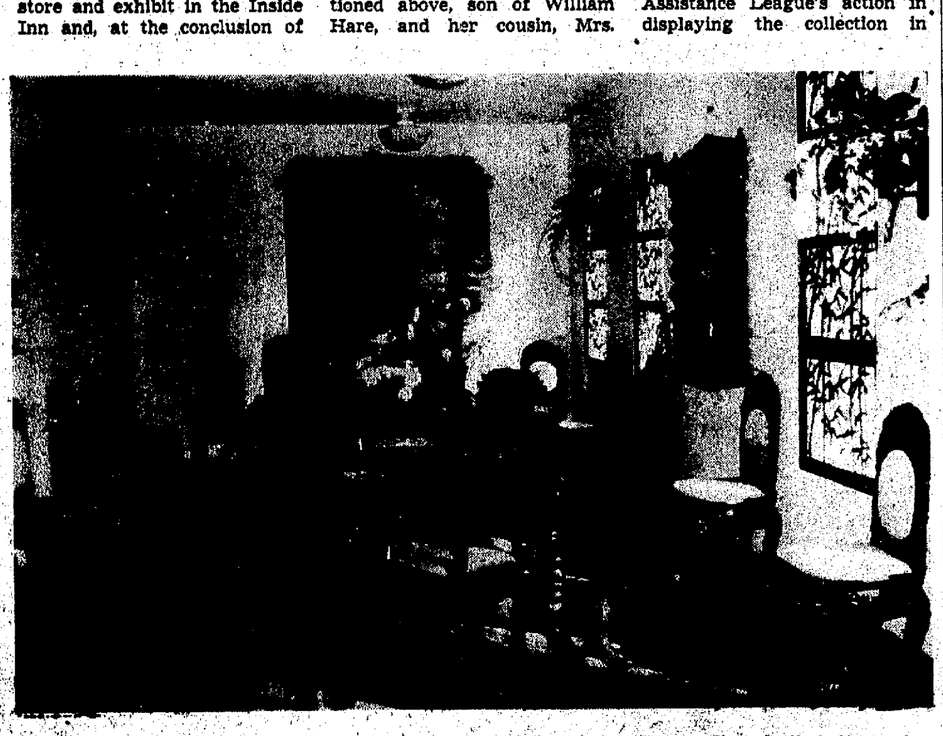
But her beloved Oriental collection was placed in storage. Several western colleges sent experts to examine it, and efforts were going forward by them to provide facilities for housing it, until the Assistance League saved it for Long Beach.

Although no actual monetary value can be placed on these art objects, it goes almost without saying that few persons could afford either the time or the money to amass such a collection. Thus, by the Assistance League's action in displaying the collection in pleasingly informal manner in the clubhouse at 394 Boswell Ave., enjoyment of the treasure will be possible for many.

Among the large pieces of furniture is a complete dining room set of blackwood. The unusually large table, 59 inches wide, will seat comfortably 24 people. There are 12 high-back chairs to match the carving on the table and a what-not shelf. The set originally was purchased in the Orient for the German minister to the then Kingdom of Hawaii.

DOMINATING one large room are an exquisitely carved mantel and the two tall cabinets with carved sides and secret drawers. There are four carved dragon chairs, one with ivory eyes; a high black host chair with animal and fruit carving and ivory eyes, a jewel cabinet with 18 drawers and a lovely inlaid teak table with mother of pearl marble top. Beautifully carved is a very large teak table with matching chairs, used as a game table set.

The inventory includes individual articles in the following classifications: Baskets, Chinese rugs, ceremonial robes, jewels, chests, yokes and collars, headdresses, fine embroideries, embroidered panels, table squares and doilies, brocade bands, cuff bands, tassels, bags and shoes, books, hangings of every description, scarfs, shawls, textiles, Chinese silks, ribbons, laces, scrolls, carved wood articles, 167 pieces of porcelain, 86 metal articles, including a large bronze incense burner with dragon handles; a cloisonne hanging lamp, bronze temple lights, iron and bronze braziers, exquisite vases and bowls; papier-mache and lacquer pieces, mats—and more, all combining to form a superb collection.



Photos by H. S. Melvin

This Oriental dining room set includes an extension table 59 by 27 inches with carved legs and border. There are twelve matching, high-backed chairs.

California's Mark Twain

By Willella Hile

HOMAGE will be paid to the memory of Mark Twain, great American writer, next Wednesday on the anniversary of his birth—and California will share the limelight, because it was this state that started him on the road to greatness.

The writer was born Samuel Langhorne Clemens on Nov. 30, 1835 in the obscure town of Florida, Mo. When he was 4 years old the family moved to Hannibal, Mo., a small town drowsing on the banks of the Mississippi River. The most interesting phase of Hannibal was that it provided a wharf where steamers from St. Louis could unload their cargo. Crews of the steamers brought news from the outside world.

Samuel, an irrepressible lad with a shock of unruly red hair, revelled in the wonders that beckoned from Holliday's Hill just beyond the back door of the house. Here nature reigned supreme. Samuel was fascinated by the nesting birds in springtime, the wild flowers, red haw, luscious blackberries, toothsome walnuts and hickory nuts in season, and the rustle and glory of falling leaves in autumn when the trees flamed with red and gold.

As he lay on the ground under the trees, his gaze often wandered to the river basking in the sunlight and gleaming like a wide silver ribbon, fringed with green on either side. The islands in midstream lured him and he dreamed of becoming a pirate or a bandit or a pilot on a steamboat, steering a floating palace down the winding river.

THROUGHOUT his boyhood years the germ of greatness lay dormant, as the boy dreamed and grew. He must have been a hero to his boyhood associates, because although he was younger than they, he was their undisputed leader.

Southward, around the bend of the river near Samuel's home rose a high hill with a jutting rock called Lovers' Leap. Here, lovers frustrated in their hopes leaped to their death. To the right of the Leap was the graveyard where Sam and his gang saw grave robbers at work, as they watched breathlessly from their hiding place.



Mark Twain won immortality as a writer in California, with his "Jumping Frog of Calaveras County."

Farther southward, beyond the sudden bend of the river, was a mysterious and forbidding cave, now known as Mark Twain Cave. Its dark entrance, bleak and winding corridors and vaulted chambers staggered their imagination and carried them to dizzy heights.

There could not have been a more adventurous stage setting for his boyhood playground.

As a young man, he worked for his brother, Orion Clemens, on a country paper called the Missouri Courier. In 1857 he became an apprentice pilot on the Mississippi, and it was then that he probably decided if he wrote his pen name should be "Mark Twain," a call used by pilots on the Mississippi River in taking soundings. He served a short time as a second lieutenant in the Confederate Army and then he came west as secretary to his brother, Orion Clemens, who was named secretary of the Territory of Nevada.

IN 1864 the California chapter—the most significant chapter of his life—began. The next year his short story, "The Jumping Frog of Calaveras County," was published in a New York newspaper—and the reading public knew that Mark Twain was America's newest and most promising writer.

Twain's lecture career included talks in Grass Valley, Red Dog, You Bet and Virginia City.

With excellent foresight, the Sacramento Union sent Mark Twain to Hawaii, then known as the Sandwich Islands, to write travel sketches. These sketches became tumultuously popular, and when he returned his paper assigned him to go around the world and send back letters about his journey. When he reached New York he joined a party going to the Mediterranean and Palestine. "Innocents Abroad' grew from this tour.

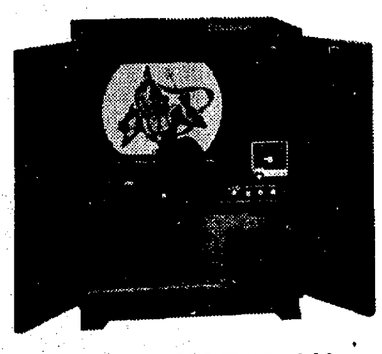
A prolific writer, books poured from his pen—"The Adventures of Tom Sawyer" in 1875; "Prince and the Pauper" in 1882, "Life on the Mississippi" in 1883 and "Adventures of Huckleberry Finn," probably the greatest of them all, in 1885.

So long as the world thrills to adventure and youth, so long as readers remain young in heart, Huck Finn and Tom Sawyer will be part of America's folklore, part of its heritage and tradition.

And California takes a bow because it was in this state that the Calaveras County frog jumped, launching Mark on the road to immortality.



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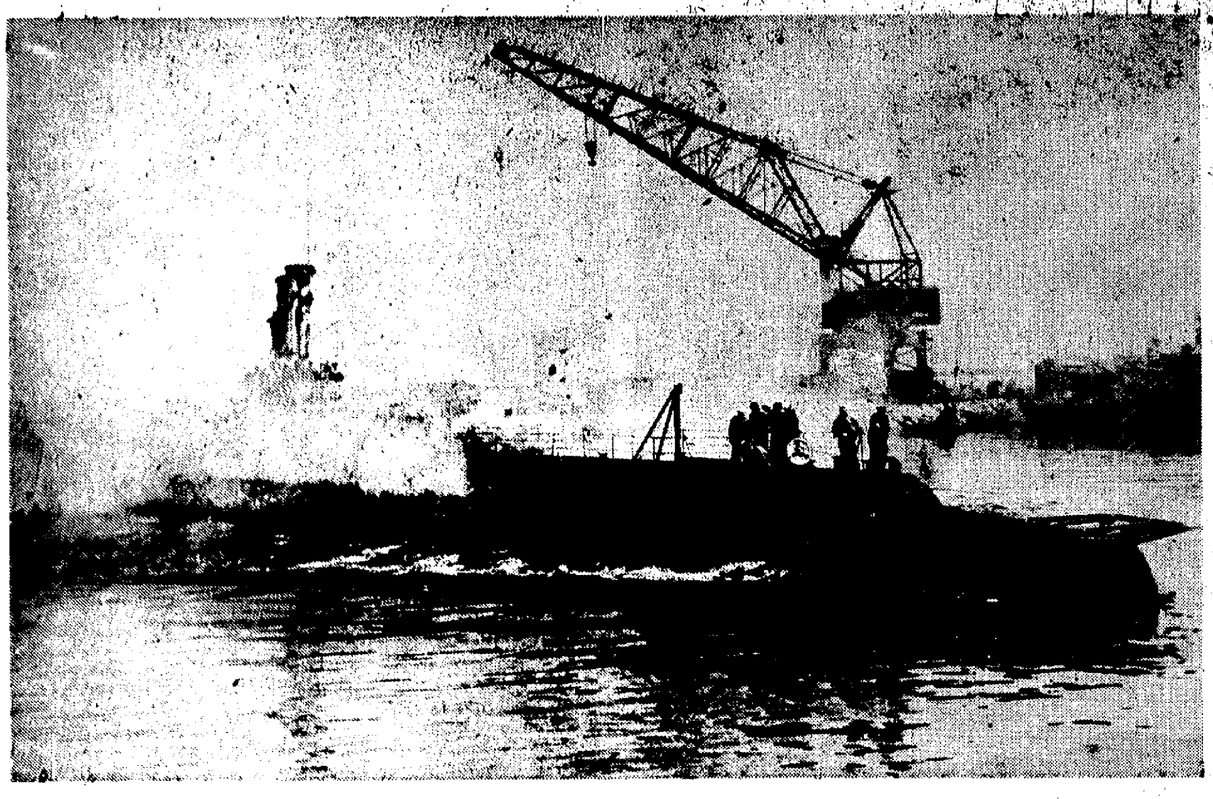
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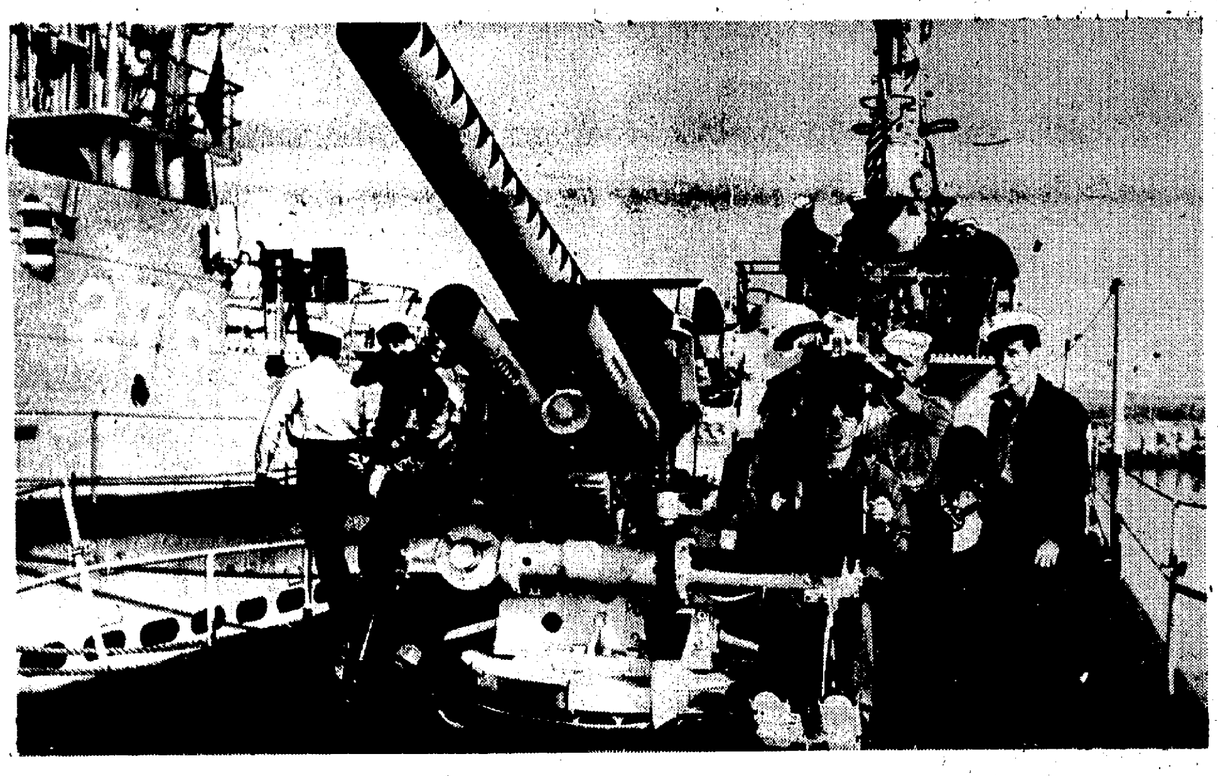
For five days of the week they are doctors, lawyers, newspapermen, salesmen, bookkeepers, truck drivers, mechanics or what-have-you? On week ends they are officers and enlisted men of the U. S. Naval Reserve, helping to man two of Uncle Sam's submarines, the Blower and the Sawfish. There are 34 of these men — eight officers and 26 enlisted men — mostly from the Long Beach, Los Angeles, San Pedro areas. They work with the organized Navy Submarine Divisions 11-6 and 11-7. Multiple duties that make up life aboard a submarine are studied in detail.



The Submarine Blower is a regular fleet submarine and goes 20 to 30 miles to sea to practice diving, firing and shiphandling with Naval Reserves fitting into place in the vessel's crew.



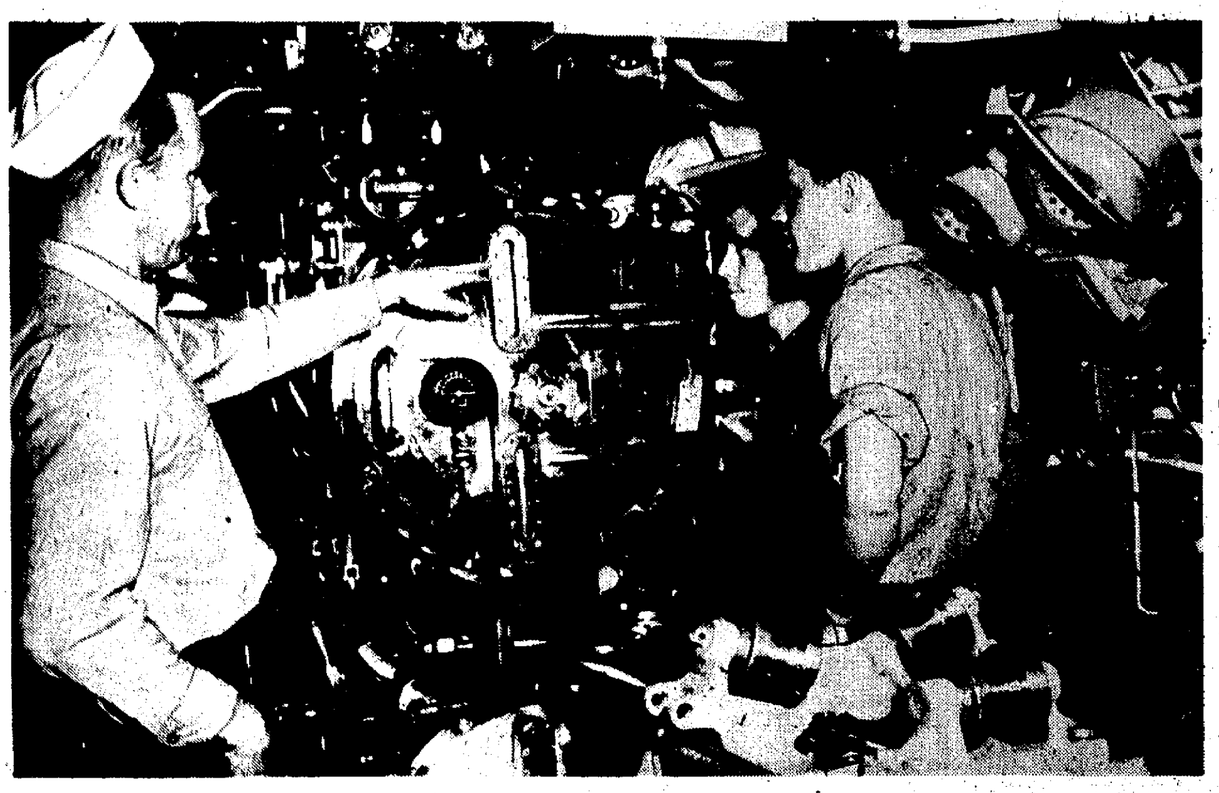
Gunnery drills and firing are regular parts of the week-end cruises of the seagoing underwater craft. The United States Navy has always prided itself on its quality of marksmanship.



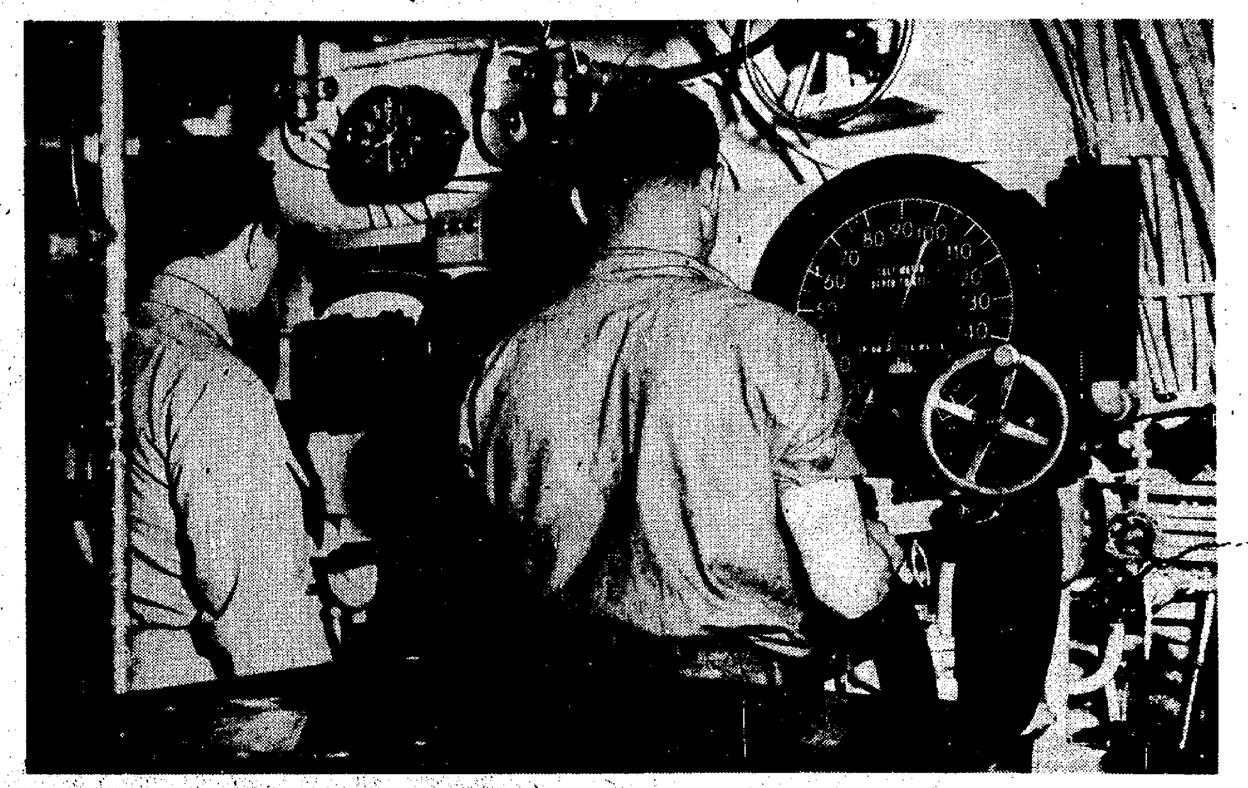
Crewmen hold antiaircraft drill while at mooring in harbor. The Sawfish is used solely for Reserve training and remains in harbor. Week-end duty for Reserves starts 8 a. m. Saturday.



A petty officer explains working of a marker buoy to Reservists aboard the Blower. Training will fit Reservists quickly into places aboard warcraft in case of national emergency arising.



Another petty officer here points to water pressure gauge while he explains points of torpedo tubes to Reservists. Shiphandling drills also are provided to familiarize officers with duties.



Bowplaneman checks gauges in preparation for diving. Dive officer on left. Reservists are kept busy on cruises, they are fed well and get "liberty" as duties end at 4 p. m. Sunday.

HOUSE ... with a place for Everybody



—Photos by Jasper Nutter.

The wheel that decorates the front gate of Mrs. Willa Layman's home was taken from an old wagon that hauled freight many years ago over routes in Colorado.



Eve Ellen rocking chair once was taken to church under arm of a New England lady during the 18th Century.



By Althea Flint

THE living room in the home of Mrs. Willa Layman at 4019 Virginia Rd. is furnished and decorated to make everyone in the family comfortable.

When the grandchildren come for a visit there is a Boston rocker in which they can be rocked. Wing chairs are arranged on either side of the fireplace for a cozy chat or a long couch opposite will make conversation with several guests pleasant. If any member of the family would rather settle down with a good book, the alcove next to the front door provides seclusion. A grand piano is placed in a window recess.

A cheerful informal atmosphere is created by paper in a pattern of roses in full bloom on a white background. This bold pattern is well used here because the room is large. Since the wall is only papered above a dado there is the right amount of pattern in proportion to the size of the room.



Portrait of Mrs. Layman's mother decorates wall above fireplace and recess with windows provides the space for a grand piano.

A wide arch extends nearly the width of the room to effect a separation between the entrance with its reading alcove and window niche for the piano, and between the fireplace grouping and dining area.

An old spinning wheel beside the fireplace, the Boston rocker, a cobbler's bench used as a coffee table and the pot hanging on a spit in the fireplace add to the Early American motif carried out here. Over the red brick fireplace hangs a portrait of Mrs. Layman's mother. The wall over the mantel has been papered in a vertical striped pattern which harmonizes with the rose pattern used throughout the rest of the room. This stripe shows off the portrait to better advantage than the floral paper.

IN THE reading alcove an Eve Ellen rocking chair is one that can be folded up so the New England lady who owned it back in the 18th Century could take it to church to make herself comfortable during the sermon. A Victorian drop-leaf table grouped with this chair holds a hurricane lamp. A large comfortable

(Continued on Page 6.)

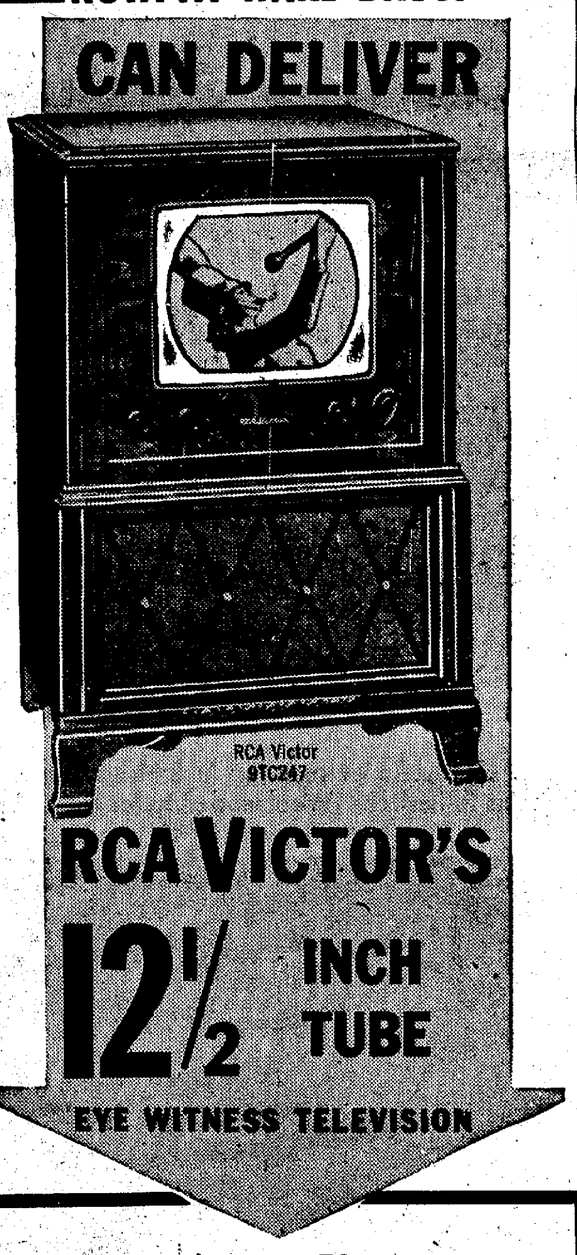
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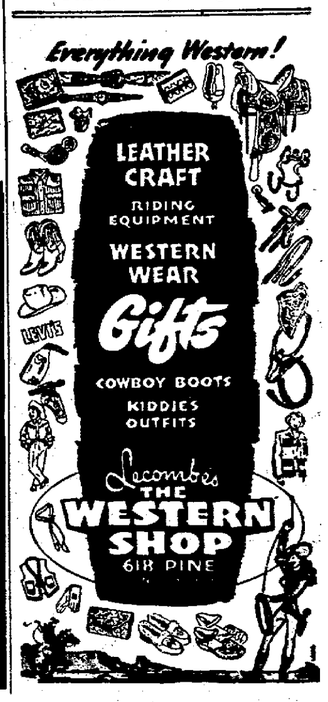
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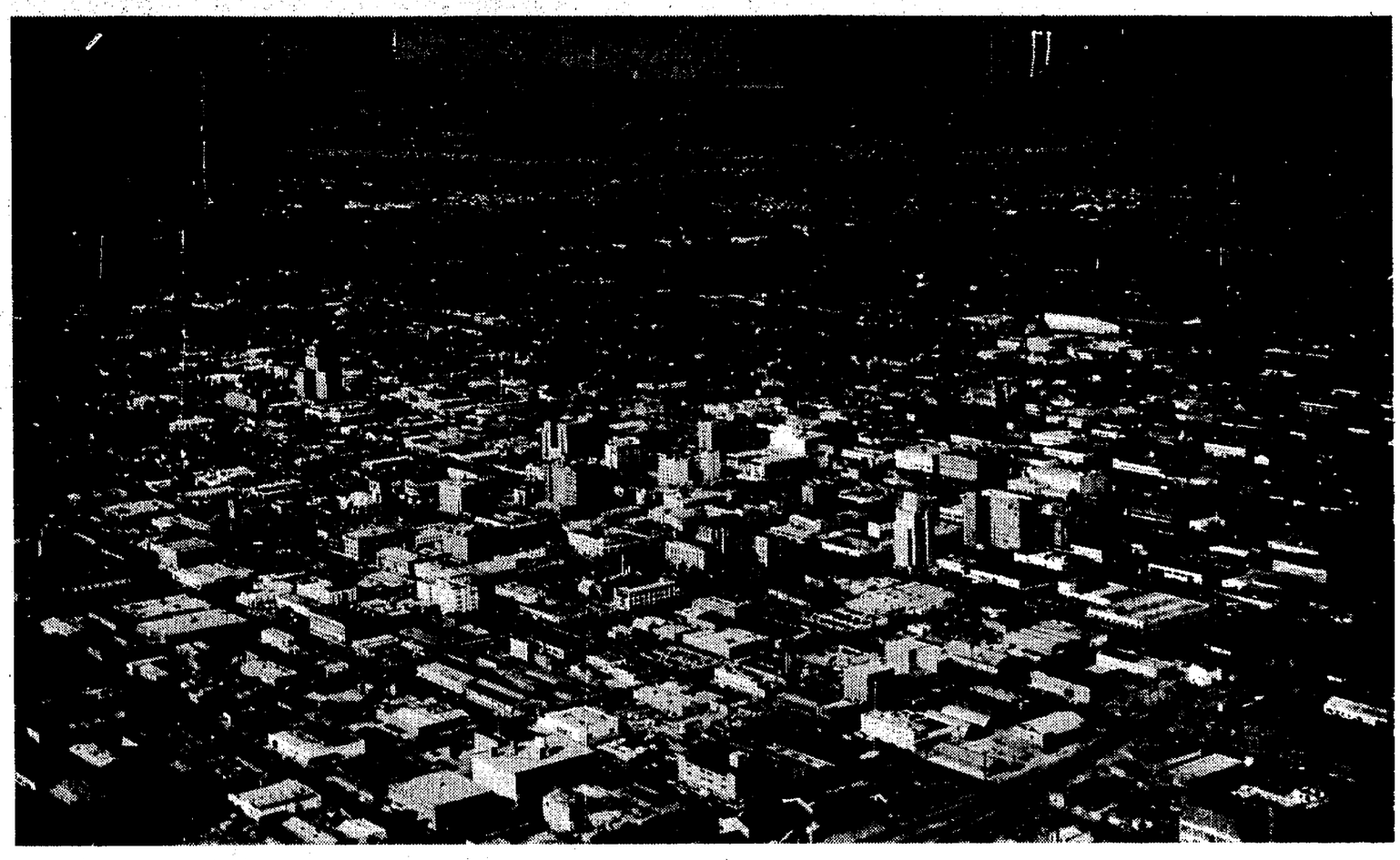
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ARIZONA'S *Valley of the Sun*

Fabulous capital city of Arizona's Valley of the Sun, Phoenix has assumed the role of host to hundreds of winter visitors annually, as well as being a center of agriculture, industry and government in its own right. Sunshine is one of the key factors in the development of the city — water and a fertile soil are others. Phoenix has more sunshine year in, year out than any other city in the United States, and Phoenicians are ready to prove this with figures of the U. S. Weather Bureau. Splendid tourist facilities in the lush Salt River Valley, called the Valley of the Sun, provide swimming, riding, golf, scenic tours, dude ranching and all the many specialties that are top winter attractions.





This view looking northeast on the business district is how Phoenix looks to aerial travelers. The city sprawls out in all directions and is rimmed by low-lying mountains. Many Southlanders are winter visitors to this warm, sunny spot.



Carolyn Parsons of Phoenix dons chaps before she starts horseback ride in desert.



The succession of clear sunny days makes recreation out of doors popular in Arizona's Valley of the Sun.



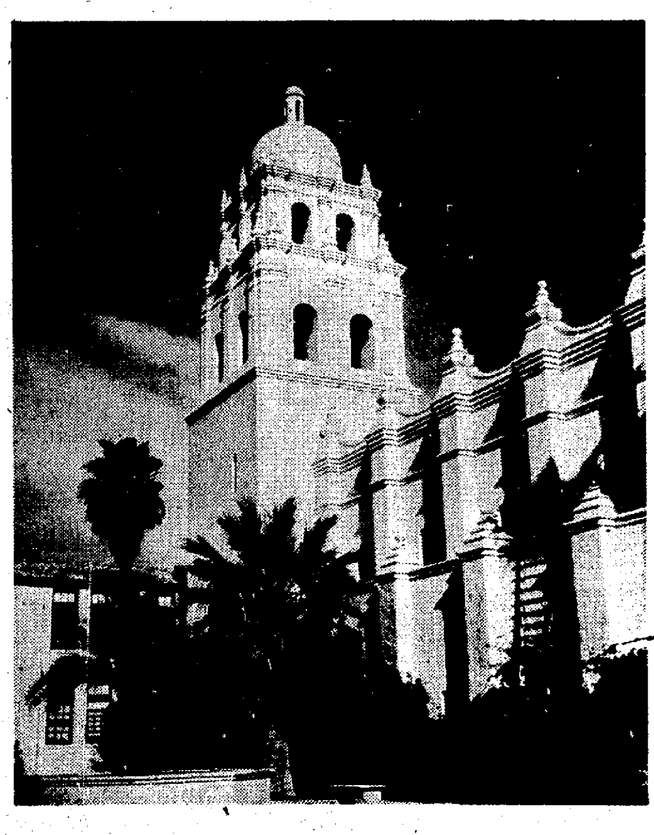
Some of the country's leading winter resorts are located in the Phoenix area. Above is Jokake Inn, built on south slope of picturesque Camelback Mountain.



Indians add color to the Valley of the Sun. An Arizona Hopi does Rainbow Dance.



A sample of the uptown Phoenix residential section fronting on Central Ave., main north-south street, is pictured above. No cow-town this — city's population figure is nearing 240,000-mark.



—Photos Courtesy of Phoenix Chamber of Commerce.

Many churches follow mission-style architecture. This is St. Francis Xavier Church.

It's an ANTIQUE

By Mary Lou Zehms

BETWEEN the 16th and 18th Centuries in France, there was production in faience, a decorative earthenware as distinct from tableware, made of coarse fabric and enameled or decorated.

At Sarreguemines, where the Utzschneider family still carries on the factory founded about 1770 by Paul Utzschneider, a great manufactory was developed about 1800 of wares on English lines, among them especially marbled wares. The productions of the factory of that period are almost always marked "Sarguemines."

This faience at Sarreguemines is in imitation of porphyry, jasper, granite and other hard marbles, sometimes cut and polished by the lathe, frequently with white raised figures on blue and other colored grounds, very much in the style of Wedgwood, and red ware like the Japanese. There are many specimens in the Sevres Museum.

An unusual example of Sarreguemines is a three-piece green and white cauliflower salad bowl, which is illustrated here and which is in a Long Beach antique store. The entire head of the cauliflower can be lifted from the plate, or just the inner head from the leaves which form the bowl. It is so delicately executed that from a few feet distance it looks like the vegetable itself.

The whole history of French earthenwares of the 17th and 18th Centuries is one of the most glorious in the entire story of pottery. For Nevers, Rouen, Moustiers, Strasburg and Marseilles are on a level with Delft, not only as in themselves some of the most important centers of earthenware production in the world, but also as the starting point of almost all the subsequent factories for faience on the rest of the Continent.



Shaped like a cauliflower, this 3-piece salad bowl in green and white was produced in 17th Century France.

Golfing in Style









Golfing attire has tremendous influence on styling of men's clothing in the Southland and, with this thought in mind, the fashion photos above were assembled. Otto Kruger, at top left, takes a few practice swings before stepping out to tee off on the first hole. Kruger is the picture of ease and comfort in jaunty jersey tone-on-tone fall shirt by Hollywood Rogue, flannel sport slacks by Jackman and "Gaskin" shoes by Casuals, Inc. At lower left is Joe Kirkwood Jr., professional golf player and film star, in gray knitted jersey polo shirt by Hollywood Rogue and matching tee cap in gray and royal blue. Clever pocket in bill of cap holds golf tees. Top right, Kirby Grant and Kirkwood discuss details of a round of golf. Grant in cocoa suede jacket by Scully Bros. and beige flannel slacks by Sportclothes, Ltd. Kirkwood wears a sport jacket in a check material by Louis Roth and hand-painted cravat by Hollyvogue. Lower right, Otto Kruger smiles as he displays his new cashmere Catalina sweater in new oatmeal color and contrasting tie by Hollyvogue. Slacks are of Pacific-blue flannel by Sportsclothes, Ltd.

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House

(Continued From Page 4.)

chair is also included in this arrangement.

Mrs. Layman's various collections are also included in this decor. A collection of bells is arranged on bookcases just inside the door leading to the front bedroom. Miniature carved elephants are displayed on bookcases placed in the front windows. A hanging shelf and plate rail over the sideboard hold antique cups, saucers and plates. A gold porcelain tea set and silver canister are arranged on the sideboard.

In the master bedroom a handsome bed is more than 100 years old and is spread with a patchwork quilt especially made for it. Its rich wood finish is in pleasing contrast to blue and white floral paper.

In Louise Layman's room, a four-poster bed has beautifully turned posts in dark wood. Hooked rugs, white ruffled curtains topped by a floral valance and a blue bedspread also make this room attractive.



Fall shoes are nice but—

HAVE YOU PREPARED YOUR HOME FOR WINTER, TOO?

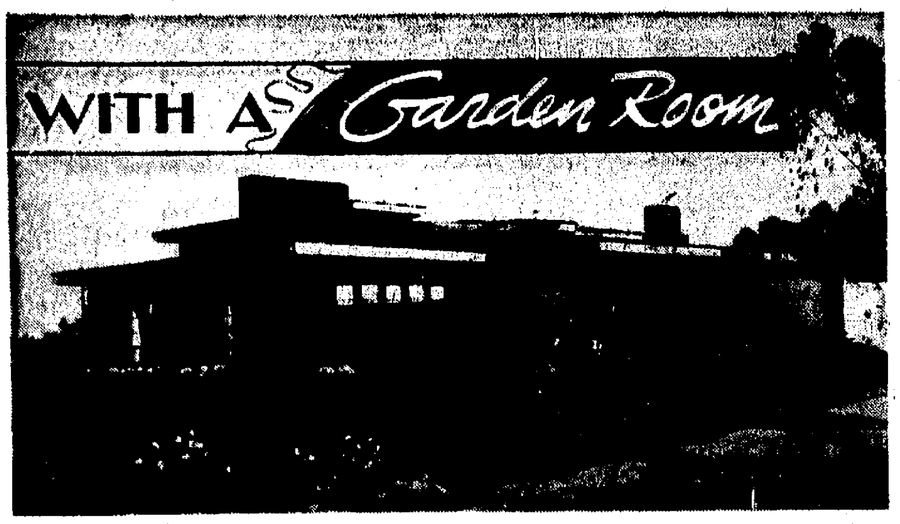
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WITH A Garden Room



A curved brick wall, painted the same terra cotta color as the house, encloses a garden at the new Lakewood Dr. home of Mr. and Mrs. Harry Brittain.



A wall of glass in the garden room extends to the two-story height of the room. Rich tropical plants fill flagstone planting box under stair balcony.

By Dorothy Killam

A BEAUTIFUL garden room, a car port reaching from the main entrance to a brick-walled planting area, interesting roof lines formed by the bedroom wing, which extends over the driveway with no visible means of support—these are some of the features that make the new home of Mr. and Mrs. Harry Brittain, 4246 Lakewood Dr., exceptionally attractive.

A brick planting box adds special interest to the entrance way, which leads to the front door, with a brass knob fixed in the center. Inside, an entry leads to the den, living room and garden room. Each of the three bedrooms can be reached from the balcony and stair, which take up one wall of the garden room.

Whether the Brittains are viewing television, entertaining their grandchildren or chatting with guests, the garden room is the favored spot for most of their activities. One wall is devoted to windows which extend two stories high—from floor to ceiling of the room. Glass doors in this wall of glass open on a terrace paved with flagstones.

THIS room is oriented so the afternoon sun is admitted through a strip of windows along the top of the south wall. This wall was built above the kitchen and dining room wing so that the windows could be included. Beige curtains insure privacy or filter the light when they are drawn over the floor-to-ceiling windows.

Plants grow in a flagstone planting box which extends the length of the room under the balcony. The stair and balcony railing is made of louvered slats finished in natural wood tones. Not only is this railing attractive, but it is sturdy enough to prevent small children from falling off the stairs, and this is important, since the Brittains grandchildren are frequent visitors.

The fireplace is set in a recessed niche with a flagstone floor. The wall at the back of this niche is of brick and the raised fireplace is set in a cement frame. This attractive feature of the room is accented by a large-leafed plant.

THE asphalt tile floor has a slick surface and it is easy to slide sectional furniture and several hassocks into whatever grouping best suits the occasion. An odd-shaped side table was needed to fit between the sectional pieces and, because the Brittains could not find one with the dimensions they wanted, Britain made one in his workshop.



This recessed fireplace in the garden room is set in a brick wall. Hearth is of flagstone. Plant adds decor.

Plate glass sliding doors between the garden room and the dining and livinng room effect a separation of rooms without closing them off, enhancing the feeling of spaciousness.

Cork floors in the dining room introduce the basic color of the room, which is accented by pink and purple draperies. A black walnut dining table is surrounded by chairs covered in beige plastic material.

In the living room, walls are a gray-blue color and carpeting is beige. The simple fireplace is set in a panel of brick and the hearth is of flagstone. Next to this brick panel is a recessed bookcase built above cabinets. A curved sectional opposite is grouped with a round oversized coffee table.

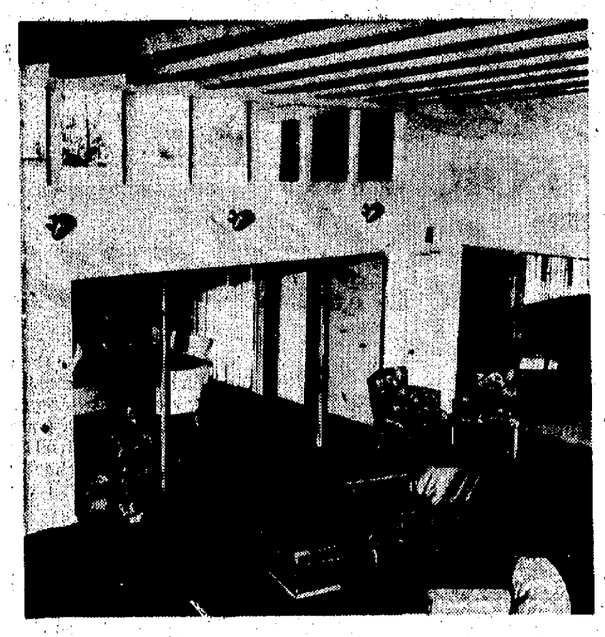
At the front of the living room a picture window looks over the Lakewood golf course. French doors lead to an enclosed garden equipped with yard furniture.

A PASS pantry leads from the garden room to the kitchen. A door in the dining room also leads to the pass pantry. In the kitchen, long windows over the sink and work counter admit the sun most of the day unless casement curtains are drawn. Plaid curtains, trimmed with ruffles, are tied back from the window.

The work counter is covered with stainless steel and the refrigerator is built into one end on the counter. The stove is placed opposite the sink. A phone table with shelves above is built on one side of the refrigerator, where it is easily accessible from the pass pantry.

Between the kitchen and garden room is the breakfast room, with three walls devoted to windows picturing a view of the terrace and rose garden beyond. It is furnished with a glass-topped table and ornate metal chairs.

Upstairs, each of the three bedrooms have baths and a wall made up of windows above built-ins, which form a dressing table with cabinets below.



Glass sliding doors form the wall between the garden, dining rooms. High windows admit afternoon sun.



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SECOND—a National Contest, in addition to and separate from the over 6,500 local Crosley Dealer Contests, where the same words you write for the Local Contest (or different ones if you prefer) may be submitted on the green National Entry Blank and compete for the Grand Prizes of cash, kitchens, and refrigerators to be awarded by Crosley.

Here's what the Crosley Kitchens will include: New 1950 Shelvador Refrigerator Model CB-9—Crosley Electric Range Model DE-129—Crosley Kitchen Freezer Model HF-1346—40-gallon table-top Model CMT-40-DE Crosley Electric Water Heater—Crosley Kitchen Disposer Model CKD-25—Crosley Double Drain-Board Sink Model CST-4800—Crosley Steel Kitchen Wall and Base Cabinets, maximum retail value of $350.00. Imagine all this in your home—plus $800.00 in cash toward installation.

Just follow these simple rules

1. In 50 words or less, write your reason or reasons why we should give you a new Shelvador refrigerator. Write your reasons in the space provided on the Entry Blanks—the red Entry Blank for the Crosley Local Dealers' Contest; the green Entry Blank for the Crosley National Contest.

2. Participants may enter both the Crosley Local Dealers' Contest and the Crosley National Contest. However, participants may submit only one entry in only one of the Crosley Local Dealers' Contests, and the participant may submit only one entry in the Crosley National Contest.

3. Both of the Entry Blanks to be obtained at no cost from Crosley Appliance dealers. The green Entry Blank for the National Contest from any Crosley Dealer, the red Entry Blank from the local Crosley Dealer conducting a local contest.

4. Any resident of the continental United States may compete except employees of the Crosley Division of the AVCO Manufacturing Corporation, retail dealers of Crosley appliances, wholesale distributors of Crosley appliances, their advertising agencies and their families. Contest subject to all federal, state, and local regulations.

5. All entries on the red Entry Blanks for the Crosley Local Dealers' Contest must be delivered before December 1, 1949, to the Crosley Dealer from whom the entry was obtained.

6. All entries on either the red blank for the local contest or the green blank for the national contest that are mailed, must be postmarked before midnight, November 30, 1949.

7. Mail or deliver in person your red Entry Blank for the Crosley Local Dealers' Contest to the Crosley Dealer from whom the entry blank was obtained. Mail the green Entry Blank for the National Crosley Contest to Betty Olsen, Director of Home Economics, Crosley Division, AVCO Manufacturing Corp., Box 1938, Cincinnati, Ohio.

8. Entries will be judged and prizes will be awarded for originality, sincerity and aptness of thought. Judges' decision will be final. Duplicate prizes will be awarded in case of ties. No entries will be returned. Entries, contents and ideas therein become the property of the Crosley Division, AVCO Manufacturing Corporation.

9. All winners will be notified by mail, phone, or telegram. A list of the winners of the Crosley National Contest will be available on request from Crosley Division, AVCO Manufacturing Corporation, 1329 Arlington St., Cincinnati 25, Ohio, approximately two months after the close of the contest.

If you buy a new 1950 Crosley Refrigerator during this contest and win one as a prize either in national or local contests ...you may elect to take the retail price of your prize refrigerator in cash.

*Made only by Crosley. T. M. Reg. U. S. Pat. Off.

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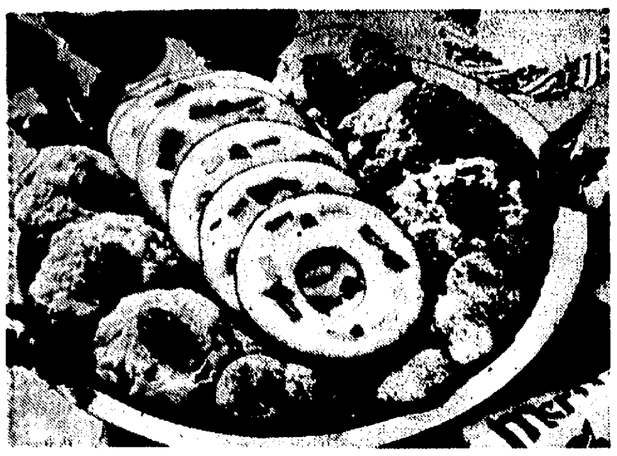
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Cookies FOR THE Holidays

FEASTING is a part of the holiday season and cookies are a part of the bounteous array of food that goes with thankfulness, gift-giving and the celebration of the new year. In fact, cookies are a part of kitchen cheer throughout the year but special emphasis is placed upon them during the holidays.

Cookies more than satisfy the needs of appetites at home. They make entertaining quick and easy when folks drop in for holiday calls. They make well-thought-of gift packages, too. There's a personal touch in a batch of homemade cookies packed in an ice box dish or baking dish or just a little box, and the whole done up with bright trappings.

Illustrated elsewhere on this page is a gift array with chocolate nut cookies. Here is the recipe:

Chocolate Nut Bars

1 cup sifted flour
1 teaspoon baking powder
½ teaspoon salt
2 squares (2 oz.) unsweetened chocolate
3 tablespoons shortening
1 cup sugar
1 egg, well beaten
⅓ cup evaporated milk
½ teaspoon vanilla
½ cup chopped nut meats

Sift together flour, baking powder and salt. Melt chocolate and shortening together over boiling water. Slowly add sugar to egg while beating. Add slightly cooled chocolate mixture to egg mixture and blend well. Stir in dry ingredients. Add evaporated milk, vanilla and nut meats and mix thoroughly. Bake in greased 9"x9"x2" pan in moderate oven (350° F.) about 35 minutes. While warm, cut into bars. Remove from pan and cool on rack. This makes 21 bars, each 3 by 1¼ by ¾ inches.

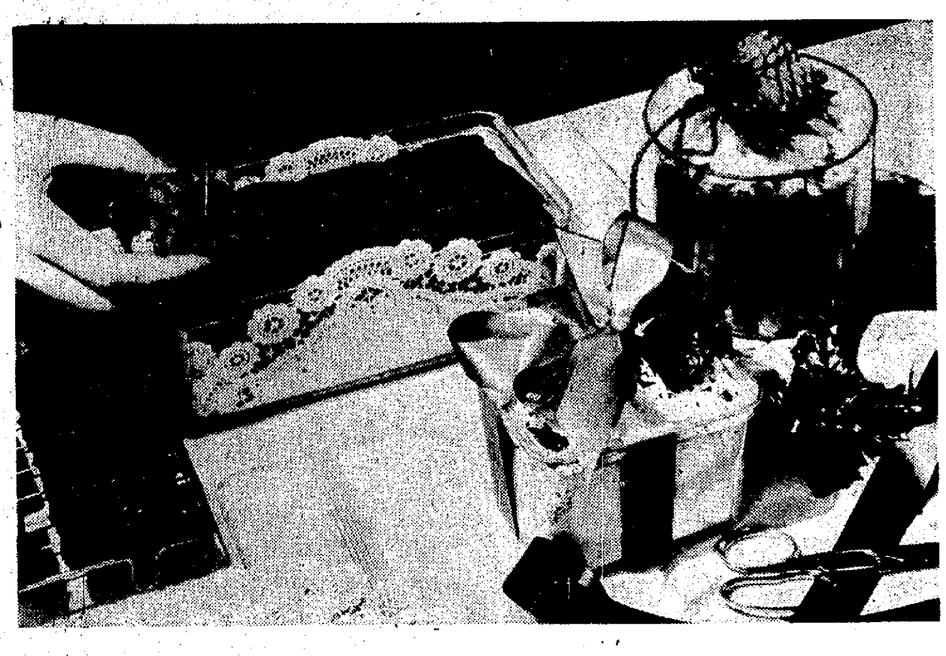
For the entertaining end of this cookie business, what could be more appropriate than the Christmas wreath cookies or holiday oatmeal drops? They, too, arranged on a plate and garnished with holly sprigs, make nice neighborly gifts, and we suggest you try these two recipes:

By Mildred K. Flanary

Christmas Wreath Cookies

1 cup sugar
½ cup vitaminized margarine
1 egg
1 teaspoon grated lemon rind
⅓ cup sour cream
½ teaspoon baking sda
¼ teaspoon salt
2 cups sifted flour

Cream sugar and margarine. Add egg and lemon rind and beat well. Combine sour cream, soda and salt. Add flour to creamed mixture alternately with the sour cream mixture. Beat batter until smooth after each addition; chill until firm. Roll out dough to ⅛-inch thickness. Cut with doughnut cutter. Decorate each cookie with candied fruit and each ball with colored sugar. Bake on greased cookie sheet in moderate oven (375° F.) 8-10 minutes. Yield: Three dozen wreaths and 3 dozen balls.



A gift that will long be remembered is an ice box dish or a glass baking dish filled with cookies and dressed with Christmas ribbon and bright decorations.

Holiday Oatmeal Drops

⅔ cup vitaminized margarine
¾ cup brown sugar
1 egg
1 teaspoon vanilla
2 cups sifted flour
2 teaspoons baking powder
½ teaspoon salt
1 cup quick oats
½ cup chopped candied fruit
½ cup cocoanut
¼ cup milk
pecan halves

Cream margarine and sugar until fluffy; add egg and vanilla and beat well. Sift flour, baking powder and salt; stir in oats, candied fruit and cocoanut. Add oat mixture and milk to creamed mixture. Stir well. Drop by teaspoonfuls onto lightly greased cookie sheets. Press a pecan half into each cookie. Bake in moderately hot oven (375° F.) 10-12 minutes. Yield: Four dozen cookies.

TO MAKE professional-looking cookies the only necessary equipment is two baking sheets to make big batches at one time, a cookie press for various shapes, a broad spatula to lift the cookies from the sheet, wire cake racks for cooling and some cookie cutters. Cookies should never be cooled one on top of the other.

For decoration, make a fondant icing, dividing it in two or three portions, and tinting each portion a different color with food coloring. Ground pistachio nuts, almonds or pecans, colored or chocolate sprinkles, bits of candied cherries and citron all make attractive toppings and provide a bit of different flavor. Sugar sprinkled on the top of plain cookies before baking gives an appetizing appearance. Here are two recipes for sugar cookies and Danish cookies. The sugar cookie is a good basic recipe, enough for about 50 small cookies.

Sugar Cookies

3 cups flour
2 teaspoon baking powder
pinch of salt
⅔ cup butter
1 cup sugar
2 eggs
½ teaspoon vanilla extract
¼ cup milk

Sift together the flour, baking powder and salt. Have the butter at room temperature and cream with sugar. Stir in well-beaten eggs and vanilla extract. Add dry ingredients and milk slowly, blending well. Chill thoroughly. Roll ¼-inch thick on lightly floured board. Cut in fancy shapes with cookie cutters. Brush with unbeaten egg white and sprinkle with sugar. If desired, sprinkle sugar on part of the batch and ice the rest. Bake on lightly greased cookie sheets in a moderate oven about 10 minutes.

These cookies are good iced with confectioner's frosting made by adding confectioner's sugar to ¼ cup of boiling water until you get the right consistency for spreading. Flavor as desired.

Danish Cookies

2½ cups flour
pinch of salt
1 cup butter
⅔ cup sugar
1 egg
1 teaspoon lemon extract

Sift flour and salt together. Cream butter and sugar together, adding sugar slowly. Stir in well beaten egg and vanilla. Add sifted dry ingredients and mix into smooth dough. Pack dough into barrel of cookie press and force on lightly greased baking sheets in various shapes. Decorate with chopped or halved nuts, candied cherries or sugar sprinkles. Bake in moderately hot oven (400°) until light brown, 8 or 10 minutes. Makes about five dozen cookies.

Camera ANGLE



The camera must be kept on the alert to capture the many fine picture possibilities of the school year.

By The Shutterbug

THOUSANDS of Long Beach youngsters now find themselves all wrapped up in the activities of the new school year. And I know a lot of very wise camera fans who are recording all those pleasant experiences in memory-preserving pictures.

It would be smart to plan well ahead of time just what events of the school year should be covered without fail. Now here's a tip for the oldsters. If there is a youngster in the family who is taking his first timid steps toward the school this year, you photographers in the family should see to it that some snaps are taken of this big event in his life. Later on, he can take his own school pictures—in fact, he should be encouraged to do so, just as soon as he can handle a camera. And here's why.

He will want to record the gang that has so much fun together in the school activities and to get pictures that really tell the story of the "good old school days." One of the most logical places to snap the gang is right around the school house.

The group activities of the various clubs and societies are fun, and the camera should go right along. The sports events are colorful affairs, too. He will want to capture a little of the action of the gridiron and the excitement of the spectators for his "school days album."

The camera can become a very useful tool in helping with school projects, too. Being able to take effective pictures of scientific, historical, or geographical material can aid a student in the study of these subjects in school. And it is wise to record the results of school projects, such as gardening, livestock raising, social studies, manual training, and home economics.

Almost every adult admits that the "good old school days" were the happiest days of his life. An active camera can help preserve the memory of those days for everlasting enjoyment.

JUST IN time for Christmas, the Eastman Kodak Co. has announced a compact, new, low-cost miniature camera—the Kodak Pony 828. Especially designed for color photography, the new camera is light in weight and has been created to meet the need for a good but inexpensive camera for general picture taking in the field. It will become available, in limited quantities, early in December but general availability is not expected until after the first of the year.

According to advance information issued by the company, the new camera will have a Lumenized f 4.5 lens, a shutter with speeds up to 1/200 second, built-in flash synchronization, a body shutter release, and a built-in optical view-finder. It will make eight black-and-white or full-color pictures on each roll of 828 film. The price is around $30. Weighing only 13¼ ounces the camera could be easily carried in the pocket of a hunting jacket or fishing coat.

MAGNIFICENT FRUIT CAKE — MADE WITH AMAZING EASE !

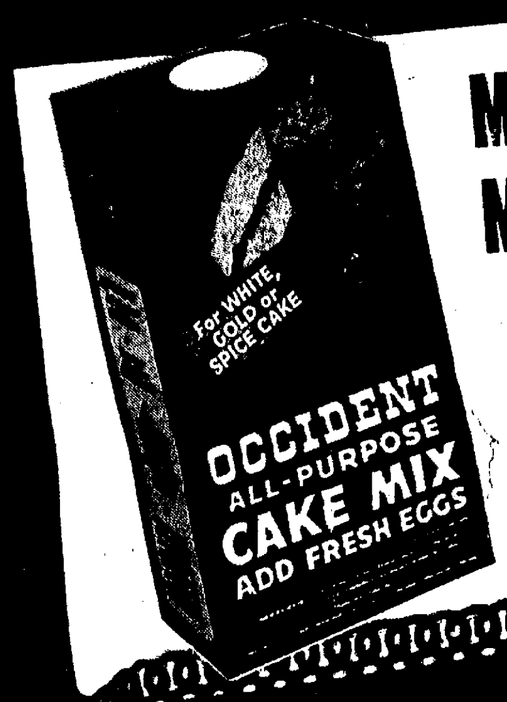
Two 2½-lb. cakes, oven-ready in half the time with OCCIDENT All-Purpose Cake Mix

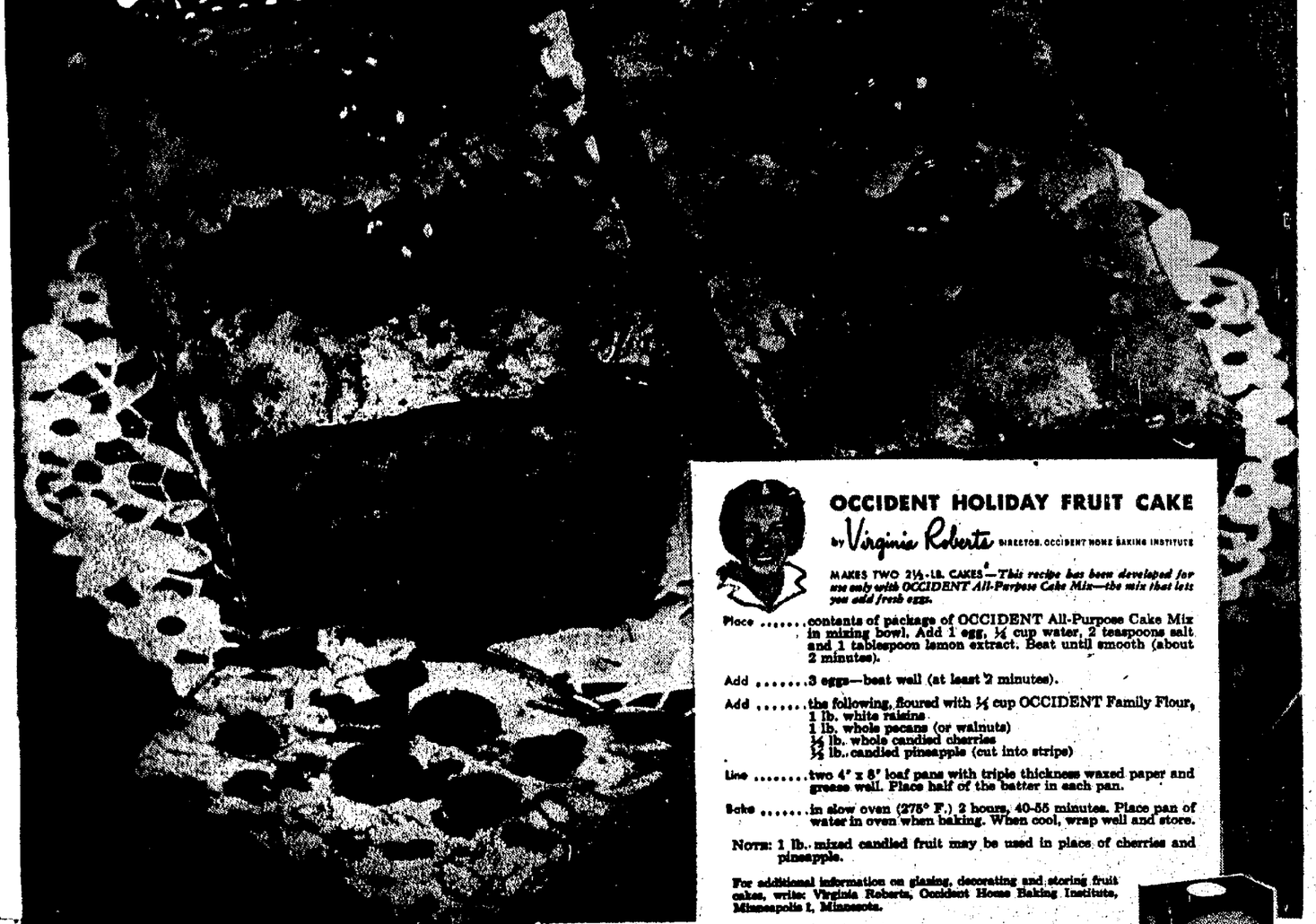
Can't you just picture it now—the family's gleeful reception of these gorgeous, irresistible fruit cakes! And secretly you, yourself, are most excited of all!

For you made *two* 2½-pound fruit cakes in *half the time* you'd usually spend—using just *one* package of OCCIDENT All-Purpose Cake Mix! Never before has fruit cake been so *easy* to make—and so *thrifty!*

In fact, you've already decided on *more* OCCIDENT fruit cakes . . . for parties, as gifts, for festive holiday desserts. Right now, you're jotting down this brief reminder—

Get OCCIDENT All-Purpose Cake Mix—*tomorrow!*





OCCIDENT HOLIDAY FRUIT CAKE
by Virginia Roberts DIRECTOR, OCCIDENT HOME BAKING INSTITUTE

MAKES TWO 2½-LB. CAKES—*This recipe has been developed for use only with OCCIDENT All-Purpose Cake Mix—the mix that lets you add fresh eggs.*

Place ..... contents of package of OCCIDENT All-Purpose Cake Mix in mixing bowl. Add 1 egg, ¼ cup water, 2 teaspoons salt and 1 tablespoon lemon extract. Beat until smooth (about 2 minutes).

Add ..... 3 eggs—beat well (at least 2 minutes).

Add ..... the following, floured with ½ cup OCCIDENT Family Flour,
1 lb. white raisins
1 lb. whole pecans (or walnuts)
½ lb. whole candied cherries
½ lb. candied pineapple (cut into strips)

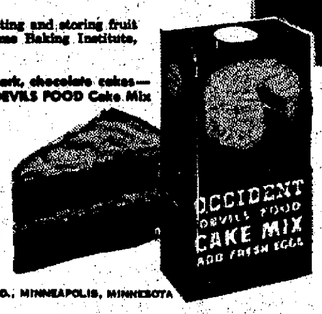
Line ..... two 4" x 8" loaf pans with triple thickness waxed paper and grease well. Place half of the batter in each pan.

Bake ..... in slow oven (275° F.) 2 hours, 40-55 minutes. Place pan of water in oven when baking. When cool, wrap well and store.

NOTE: 1 lb. mixed candied fruit may be used in place of cherries and pineapple.

For additional information on glazing, decorating and storing fruit cakes, write: Virginia Roberts, Occident Home Baking Institute, Minneapolis 1, Minnesota.

For rich, dark, chocolate cakes—Occident DEVILS FOOD Cake Mix



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WATERING NEW LAWNS

By J. J. Littlefield



Sprinkler system watering will not withhold water from areas of newly sown lawns shaded by trees, walls, or shrubs. Therefore, these areas get too much water. Hand-hose water the sunny sections and let shaded areas stay more on the dry side until the whole lawn has grown up evenly for the first mowing. Thereafter, you can use sprinkler systems for watering.

You'll give that new lawn a wonderful "boost" if you'll feed it after the first mowing with Red Star GRO-MASTER, the Southland's finest plant food. Apply twenty-five pounds to each thousand square-foot area of new lawn when grass blades are dry, then water in well.

YOURS . . . A $3.50 value plastic flower ring for 50c and the name "Red Star" or the red star torn from any bag. Indicate desired color (gold, copper, green, or white) and mail to Dept. L, RED STAR, Downey, Calif., today.

Hear and See! "MIDWEEK GARDENER" WEDNESDAYS, A.M. 9:00 KFI-TV • CHANNEL 9

Red Star PLANT FOODS

AT BETTER GARDEN DEALERS



Stocks have a rich fragrance and color and are excellent for cut flowers and for bedding plants.

Florists' Stocks for color, fragrance

By Bob Gilmore

ONE OF the best annuals for winter culture in the Long Beach area is the florists' stocks, known botanically as mathiola incana. The color range is as complete as any ornamental that can be grown in the spring and the fragrance of the stocks, is perhaps more impressive than that of any other comparable garden plant.

In and around the Long Beach area stocks can be started now either from seed or from established transplants. The latter method, while slightly more expensive, is quicker and perhaps safer for the amateur grower. However, the fairly mild temperatures prevailing at this time of the year should assure an excellent stand. Be sure to obtain fresh seed from a reliable dealer.

For those gardeners desiring color and fragrance in a hurry, Ten Weeks stock in recommended. Different varieties, because of certain innate characteristics, require longer or shorter growing seasons than other types. The Ten Weeks stock is perhaps not the most attractive specimen for cutting, yet it performs beautifully for bedding purposes and where early maturity is essential. The plants are compact, of a comparatively low stature, free flowering and usually just about 10 inches in height.

Perhaps the best known stock for winter growing is the Giant Winter Nice stock, a variety that takes to cool weather like a native. The plants break into flower just about as early as the Ten Weeks stock but are somewhat taller—growing to 18 inches at maturity.

Most outstanding of the stocks, both from the florist's viewpoint as well as the backyard gardener's is the Double Giant Column stock. This variety, as a matter of fact, was developed by commercial seedsmen especially for the florist trade. It's the stock you see in the swankiest florist shops throughout the nation.

FOR A time the seed was relatively scarce and quite high in price. But today even a low-budget gardener can purchase the seed for a nominal cost. The Double Giant Column stock is distinct from related varieties in that it produces no lateral stems; the entire plant consists of one central spike. But the individual florets are massive in size when compared with other stocks. You get quality of bloom, rather than quantity. All of the plant's strength is directed into producing flowers on the single spike.

The Early Giant Imperial stock is also recommended for planting in the Long Beach district. It thrives here equally well in both summer and winter. The plant has a branching habit of growth and attains a height of about 26 inches at maturity.

Stocks require excellent drainage in a moderately rich soil. If the soil is on the acid size, adding hydrated lime will neutralize or sweeten it. This soil conditioning should be done before planting time. A good starting soil consists of two parts of sand to three parts of light loam. Do not sow too thickly as damping off, a fungus disease, may result.

Next Sunday, Mr. Gilmore, for 25 years a specialist in Southland gardening, will discuss pyracantha and other berried shrubs that will provide an abundance of Christmas color for your garden. Watch for his article.

Blanket for Bulb Beds

By Eleanor Avery Price

NOVEMBER is a good month to broadcast seeds of hardy little annuals over the bulb beds for a carpeting of color next spring. Choose dependable kinds that bloom over as long a period as possible and which will add beauty to the garden.

Most annuals for this purpose are shallow-rooting and will do no harm to the bulb bed. They will, however, help mask yellowing foliage of bulbs, and they keep soil soft, weedless as far as is possible, and they keep mud from splattering on blooms.

There are several ways in which seeds may be broadcast and most of them prove successful if the ground is well pulverized in advance.

You may broadcast seeds by hand. To insure uniform seeding, sow first in one direction, then at right angles to it. If the seeds you use are very tiny, they may be placed in a big kitchen salt shaker and shaken evenly into the readied ground. A third method is to mix thoroughly each packet of seeds in approximately one quart of sifted soil and then broadcast. No matter what method used, cover scattered seeds lightly with soil and keep moist.

Of all the carpetings, sweet alyssum still holds its place at the top of the list, especially when used with tulips. This dainty, fragrant annual will reseed itself year after year, and will even be lovely in winter if it has been cut close during hot weather. Frost, of course, will nip it temporarily.



—Photo by Gladys Diesing.

Seeding bulb beds with little annuals now assures carpet of color in spring. Sweet alyssum and tulips above.

BABY BLUE EYES are very popular with tulips, too. Do not broadcast seeds for this plant too thickly, for it is a rampant grower. Two other fine blue flowers so popular with tulips and other bulb plants are the Swan River daisies and perennial forget-me-nots.

Clarkia, either straight pink or the mixed colors, creates a beautiful blanket of spring color, just as do the mixed colors of Virginia stocks. And pink Gilia fairy stars are exceptionally dainty and airy.

Other desirable garden covers include rich clusters of baby primroses, nigella, mignonette, night scented stock, perennial violias, evergreen candytuft and others.

Tips on Gardening

GARDEN TIPS for the week. . . . Gardens that now present a drab appearance can be brightened by planting berry plants such as pyracanthas or cotoneasters. The plants will continue in berry for the holiday season and the berries can be used for indoor decorations.

Although the rainy season presumably is here the actual amount of rainfall may be far less than is anticipated. Plants in Southern California can not endure on the comparatively sparse amount of rainfall. So don't put the hose away and keep the sprinkler system in good repair.

This is a good time to get ready for new rose plantings right after the first of the year. Gardeners will want at least one of the All-America Selections in the garden . . . it's a new thrill in rose gardening.



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AUTOMOTIVE News

Ford Assets Hit All-time High

BOSTON. Assets of the Ford Motor Co. have reached a new high — $1,149,240,000 — the company's annual report revealed last week.

The figure was disclosed in the report for 1948, filed with the Massachusetts tax commissioner. Only twice previously, in wartime 1943 and in 1947 did assets top the billion-dollar mark.

The figures filed in Massachusetts are the only dollar figures ever released publicly by the Ford organizatioon and are issued under requirements of the Massachusetts laws governing firms operating in the state.

QUALITY

. . . . is the inflexible rule of Cadillac. Not once in 50 years of production have the Cadillac designers, engineers and craftsmen varied from that rule. Quality is the intangible extra that makes Cadillac the unchallenged leader in the automobile field.

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BARTLETT SERVICE, 401 W. Pacific Coast Hiway
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HERB BEAR—HUDSON, 220 E. Anaheim St.
BOB & DAL'S TEXACO SERVICE, 3302 Santa Fe
BRIGGS UNION SERVICE, 1201 W. Anaheim St., Harbor City, Calif.
BURGIN'S GARAGE, 4011 Cherry Avenue
CERRITOS MACHINE WORKS, Berth 205-C, Wilmington
BILL DOYLE, 1641 Atlantic
DANNY'S GARAGE, 837 Pacific
DRAKE GARAGE, 228 Redondo
FELLOW'S & STEWART, INC. MARINE REPAIR, Berth 206, Terminal Island
FIRESTONE STORES, 636 Locust
FRANK'S ASSOCIATED SERVICE, 2000 South St.
HACKLER AUTOMOTIVE SHELL STATION, 7th & Pacific
HALL'S MOBILE SERVICE, 300 W. Willow
HAMBERGER SERVICE, W. 9th & Pine Ave.
DICK HARMER—ENGINES, 2875 Cherry
KARN'S, J. F. HARLEY-DAVIDSON, 3654 Long Beach Blvd.
HARVEY'S SIGNAL SERVICE, 301 W. Willow
H. & H. ENGINE SERVICE, 1594 E. Hill St.
HOLMES, M. V. (STUDEBAKER), 3449 Atlantic Ave.
HOOVER, GEO. E. (CHEVROLET), 601 American Ave.
HYLTONS TEXACO SERVICE, 3154 Atlantic Ave.
JACK & WARREN SIGNAL SERVICE, 1169 E. 4th St.
JIM'S TEXACO SERVICE, 404 Redondo
LOU'S SIGNAL SERVICE, W. 9th & Santa Fe
LONG BEACH INDIAN SALES, 1190 W. Ocean
LYLE LANE, Pac. Coast Hwy. & Pacific
MAURY'S AUTO SERVICE, 711 E. Market
McKINNEY, H. G. & CO.
NORDBERG MARINE ENG., Berth 192, Wilmington
MILLER CARBURETOR & ELECTRICE SERVICE, 6740 Dairy
MEL'S & LEE'S PDQ SERVICE & GARAGE, 1392 W. Willow
NORTHGRAVES SERVICE, 1927 E. 10th St.
EARL NEELY'S GARAGE, 679 E. 23rd St.
PADEN'S GARAGE, 1726 Alamitos
PACIFIC YACHT LANDING, Berth 203, Wilmington
PACKARD LONG BEACH CO., 1415 American
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PHIL'S SERVICE NO. 1, Hill & Pacific
PHIL'S SERVICE NO. 2, Burnett & Pacific
POWER UNIT SERVICE CO., 3029 Long Beach Blvd.
REDDING SERVICE & GEORGE, 5437 Daisy
RICHFIELD SERVICE, PAUL GRIM, 4th & Atlantic
ROBERTSON AUTO SERVICE, 500 W. Anaheim
SMITH BATTERY & ELECTRIC, 230 East Seventh St.
SMITH BROS., 1015 American
SMITH & DOSSER KAISER-FRAZER, 999 American
SMITH & DOSSER, 314 West Anaheim
SPARKS BROS., 3121 East Anaheim St.
STEVENS & CO., 2016 Cherry Ave.
THOMPSON SERVICE, 301 Redondo
TILLISON'S AUTOMOTIVE, 3901 East Fourth St.
VATTER & WAYMAN, 1465 Magnolia
VICTORY GARAGE, 129 Chestnut Ave.
WILMINGTON BOAT WORKS, Yacht Harbor, Wilmington
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INDUSTRIAL POWER, 3160 Orange Ave., Long Beach, Phone: L. B. 40-4385
LONG BEACH AUTOMOTIVE PARTS CO., 1077 American Ave., Long Beach, Phone: L. B. 6-4261
PARTS EXCHANGE, 400 East Anaheim St., Long Beach, Phone: L. B. 6-2207
PARTS SERVICE CO., 2300 East Seventh St., Long Beach, Phone: L. B. 9-6821
PARTS SERVICE CO., 1060 American Ave., Long Beach, Phone: L. B. 6-8207
PARTS SERVICE CO., 840 East Artesia, Bellflower, Phone: Torrey 7-6382
RUBBER PRODUCTS, 914 East "G" St., Wilmington, Phone: TErminal 4-6407
SAVOY AUTO PARTS, 865 East Seventh St., Long Beach, Phone: L. B. 6-0791
STANDARD MOTOR PARTS, 2019 American Ave., Long Beach, Phone: L. B. 6-2221

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Auto Makers Say Used Car Lots Are Aid to Industry

By DAVID J. WILKIE

DETROIT, Nov. 19. (AP) You may think the used car business irritates the auto makers but they couldn't get along without it.

It's a huge business, too. Before the war it used to be said that for every new car sold each year more than three used cars changed ownership. Of course, many such vehicles come back to the used car lots time and again in the course of a year.

"The used car business isn't a curse; it's a blessing," said one leading auto maker's sales manager this week. He went on to explain that without an outlet for used cars there could be no high volume automobile production.

He added somewhat significantly that in many instances the new car dealer's factory discounts reflect the fact he may have to take some loss on used car transactions.

Right now many dealers are making high allowances on trade-in cars. They have to do that to clear out new cars on hand, soon to be outmoded by new models.

High trade-in allowances, in effect, are price cuts on new cars. However, the allowances never are so high that the dealer doesn't come off with some profit. The dealer's discount at the factory generally has amounted to about 24 per cent. In some cases it now has been restored to the 25 per cent prewar level.

This margin held good for most car retailers even in the mad rush for cars that marked the postwar period up to about a year ago. From this you might conclude many car dealers made a lot of easy money in the postwar period to date.

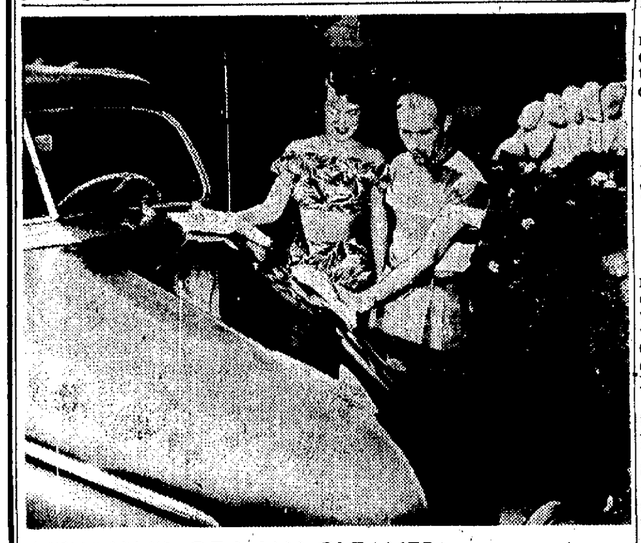
Many of them did, but they paid heavy taxes and overhead expenses out of that 24 per cent mark up. Many of them made a lot of heavy investments in new buildings and service department improvements.

From the sales manager's viewpoint the important thing right now is the expansion, training and refinement of sales organizations by the dealers. The merchandising chiefs say many dealers have been slow to add salesmen "because we don't need them."

Disagreeing with this, the sales heads are emphasizing to the retailers that they once more are in a market that next year may be as competitive as it was at any time before the war.

The ease with which most new car sales have been made since the war has kept many dealers out of the used car business. They figured it was easier to sell trade-in cars to concerns dealing only in used vehicles.

However the manufacturers have persuaded many of their retailers to re-sell the trade-in units themselves. The theory is that this makes for a more stabilized automobile market in general.



NEW KIND OF WAX CLEANER — This completely new kind of cleaner is applied with a moist cloth. It removes and prevents dulling oxidation and restores the original gloss and color without tiresome polishing, and leaves a hard, glass-like coating that protects the paint for months. Known as Instant Koat, the wax-cleaner will be distributed by H and L Auto Supply, 1101 Wardlow Road.

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EXECUTIVE and DEMONSTRATOR CARS

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FOR 30 YEARS — *"The House You Can Trust Since 1919"*

Car Makers See Trend to Lower Priced Models

DETROIT, Nov. 26. (AP) The postwar years may have shown a growing demand for automobiles but they brought little change in trends.

Buying generally has begun to swing heavily toward lower priced cars. Up until about a year ago all price classes were enjoying a demand that exceeded their output.

But few auto makers are in that position today. Even in the lowest priced group they find a lot of sales effort again is needed. And several producers in the medium and medium-high price fields are keeping interested eyes on the lower price bracket.

SALES NOW HALF

Recent sales surveys show that once again the low priced models are accounting for more than half of all car sales reported.

The trend probably will become more pronounced in 1950. Sales experts say that in normal times the industry's most profitable market is for lower priced vehicles. It is also true, though, that talk about cheaper models and how extra cost items could be stripped from them, always is heard when overall car demand slows down.

Many industry observers believe price tags will have a mounting influence on car sales in the 1950 market. Supporting this view they explain that the buyers' market will be apparent in all price classes, instead of only in the medium and higher price areas.

DEMAND OFF

Whether this view be correct or not, few industry experts expect demand to require anywhere near this year's record-breaking production volume.

Highways Chief Warns Motorists

SACRAMENTO, Nov. 26. Numerous recent serious traffic accidents traceable to unfavorable weather and road conditions drew words of warning today from Clifford E. Peterson, commissioner of the California Highway Patrol.

"The best insurance against trouble in bad weather is extreme caution," Peterson said. "This means caution before starting on a trip as well as during the trip. Be sure your brakes are in good condition, that your windshield wiper is working and that your lights are functioning properly. Tires with worn out treads are dangerous on slippery roads, so check each one carefully. A few minutes of caution may save a lifetime of sorrow."

Peterson also issued a word of caution to persons planning to drive in snow country.

"Call the nearest Highway Patrol office and inquire if chains are needed in the areas you plan to visit," he said. "Never take a chance without them. And watch your speed—it is much harder to stop a fast moving car on icy pavement than it is on dry pavement. Don't skid yourself."



IT'S WATERPROOF—John Newton, left, of the Hammond Lumber Co., shows Herb Crandall of Auto Electric & Speedometer Co. that the ignition system of the truck will not drown out even when doused with a heavy stream of water if the engine is protected with Sealtight Ignition Insulator. The new insulator will seal out moisture, rain, snow, smog, fog, oil and dirt.

Along Automobile Row

BY TOM WYNN • AUTOMOBILE EDITOR

Let's take a look at the new 1950 Mercurys that now are on display at Art Hall, Inc., 1633 American Ave.

Major changes in the new model include improvements in appearance and comfort which range from a new front end treatment and improved door locks to a new instrument panel, customized interior trim and dozens of mechanical changes.

New engine quietness in operation has been accomplished by adding fiberglass to the asphalt impregnated felt used under the instrument panel to prevent noise escaping from the engine compartment. Other engine improvements include a new oil bath air cleaner, timing gear, insulation on spark plug wires and relocation of the oil filter to assure proper torquing.

The customized appearance of the 1950 Mercury has been achieved by planning all interiors in harmonizing, yet contrasting tones. There are two combinations of blue and gray, one in broad sweeps of color, the other in a block pattern, both in broadcloth. A third combination is brown and tan, in wool cord, with seat cushions in narrow brown and tan stripes.

All the dials — speedometer, gauges, clock and even the radio dial—are placed behind a single clear plexiglass panel running the length of the control section.

With rainy weather coming, Milton Shapiro, Pacific Coast branch manager for the Sealtight Corporation, Cedar Rapids, Iowa, has the answer to stalling engines due to wet ignition systems.

The answer, according to Shapiro, is his firm's new type ignition insulators that are little plastic and neoprene raincoats for spark plugs, coil, distributor and magneto which keep the ignition system dry and free from dirt.

An ignition system protected by this new product will not drown even when doused with a heavy stream of water. Quick starting in all type of weather is assured, Shapiro said.

The insulators also insure 4 to 12 per cent more horsepower and eliminate fire hazards in oil fields and on boats due to harmful arcing of spark plug porcelains and distributor caps.

Auto Electric and Speedometer Company, 516 E. Anaheim St., has been announced as distributor for the new waterproof product by Shapiro.

Between the years 1947 and 1948 more than 1000 lives were saved because the nation's motorists learned to take better care of their vehicles, according to Glenn E. Thomas, local car dealer.

"In 1947," he said, "16 per cent of all fatal traffic accidents were caused at least in part by mechanically defective cars. In 1948 the percentage dropped to 13. This means that faulty cars caused 5000 deaths in 1947 and about 4000 in 1947, although traffic was much heavier in the latter period.

The National Automobile Dealers Association has been carrying on an aggressive campaign to show car owners the danger of vehicle neglect. To assure safe driving, automobiles must be checked frequently, Thomas said.

DEALER DOINGS—Bill Bryant, general manager of the Glenn E. Thomas Company, Dodge-Plymouth agency, has been enamed to the advertising committee of the Los Angeles Area Dodge Dealers Association for the coming year.

One of the biggest turnouts to see a new model in our history was the statement made by Tim Mennen, general manager of Masters Pontiac Company, about the 1950 Pontiac showing last Friday.

Ray Parker, salesmanager of Ridings Motors, local Cadillac dealership, reports that George Collins has joined their new car sales staff. Collins has been an active member of Long Beach auto row for 15 years.

A gay time was had by all last Monday at the Motor Variety Show. The event was sponsored by the Long Beach Motor Car Dealers Association for members of their agency.

Earn a Grateful Look From Your Pocketbook!





Rough going? Not for this Studebaker! The superbly balanced Studebaker design combines with a newly perfected coil spring front suspension to flatten out the roughest spots. It's a real "Miracle Ride."



No weave—no wander—on the curves! This low-swung Studebaker puts the law of gravity to work for you when you head around a turn. Variable ratio steering. Wide-rim wheels. Extra-low-pressure tires.

Buy The Fleet-looking Sweet-looking

The new 1950 Studebaker

From

ED JAMES

World's Champion Studebaker Dealer

FOR AS LITTLE AS

$1797

For a CHAMPION DE LUXE COUPE

LOW AS 30% DOWN

LONG AS 30 MONTHS TO PAY

KING-SIZE TRADE-IN ALLOWANCE!

Take a Look! Take a Ride! And You'll Take One Away!

JAMESTOWN

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Car Output Near 6 Million Seen as '49 Run Ends

By DAVID J. WILKIE

DETROIT, Nov. 26. (AP) Passenger automobile output so far this year exceeds 4,711,000 and more than 4,000,000 of them are General Motors, Chrysler and Ford cars.

Latest estimates show General Motors' five car divisions have built 2,052,436; Chrysler's four divisions 1,035,936 and Ford's three car-making units 954,373 so far this year.

Production, of course, is going to slow down during the remainder of the year. It may not get back into high ground before the end of January. But there is a good chance the year's total output of cars and trucks will go over the 6,000,000 mark.

The factories several weeks ago topped the 20-year-old production record of 5,358,420 cars and trucks.

NEW RECORDS SEEN

And all industry sources appear agreed in the prediction of more record-breaking production levels at least during the January-July period of next year.

This view stems from the expectation that stocks of unsold cars will be cleaned up by the year end. Before the steel strike hit production schedules, the factories were rolling out around 145,000 cars and trucks a week. At that rate the car companies expected to have about three-quarters of a million cars in transit or in dealers' hands at Dec. 31.

But the uncertainties of production because of steel shortages brought a lot of new car buyers to the salesrooms. So despite the imminence of new models by the leading car companies, a big cut has been made in the stocks of unsold vehicles.

'49 RUNS END

Most of the larger companies still to bring out new models will have completed their 1949 model runs this week. That means December output will be at possibly the lowest levels of the year.

There still are some cases where discounts are being offered to clear out 1949 models, but they are becoming fewer every day. Few definite promises are being made as to when delivery may be expected of the new 1950 models.

Ford has its entire line of 1950 models in production. Pontiac also began production of new models a couple of weeks ago. But most other new models are almost certain to be delayed by the shortage of steel.

Auto Makers Shop Nation for Parts

DETROIT. The teamwork between large and small business firms that's inevitably found in highly competitive industries is shown clearly in the work of the automotive industry purchasing department.

Motor vehicle firms spend well over half their total dollar receipts for supplies. In all, the industry buys more than $5 billions in materials yearly from outside firms, in all 48 states and some 55 foreign countries.

2525 East Anaheim AUTO PAINTING



BAKE ENAMEL AUTO ACCESSORIES

SUN SHADES — SIDE AWNINGS

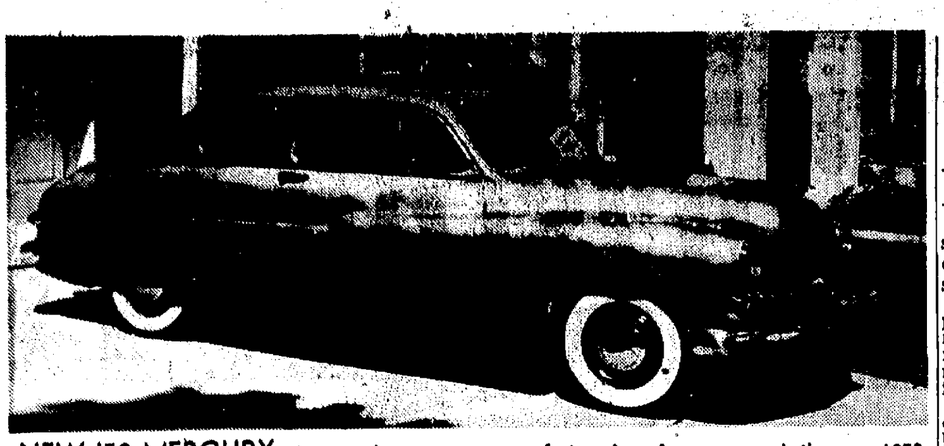
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IRWIN Auto Works

2525 East Anaheim

It Costs No More in OUR MODERN SHOP

Phone 8-5009



NEW '50 MERCURY—Improved appearance, comfort and performance mark the new 1950 Mercury shown here in the popular six-passenger coupe model. The distinguishing front end has been restyled by tieing in oblong chrome parking lamps with the grille. A new nameplate is mounted on a chrome strip replacing individual letters. All interiors have been planned in harmonizing, contrasting tones of broadcloth that give the passenger compartment a true customized appearance. The 110-horsepower V-8 engine incorporates a number of mechanical changes resulting in added economy and smoother performance. The new model is now on display at Art Hall Co., 1633 American Ave.

Steel Shortages to Delay Deliveries on '50 Autos

By DAVID J. WILKIE

DETROIT, Nov. 26. (AP) Most 1950 cars are going to be hard to get—for a while at least.

But once the auto industry gets back its normal flow of supplies it probably will swing into its highest postwar production rate. This, according to all current indications, should start some time around the end of January.

Normally that time isn't a high production season for the auto makers, but the industry will lose much volume during the next two months because of depleted steel inventories.

Despite the closing or slowing down of many assembly plants because of steel shortages it begins to appear the 1949 output total may go over the 6,000,000 unit mark.

So far this year United States factories have built more than 5,753,000 cars and trucks. Thus they have more than five weeks in which to turn out another quarter million vehicles.

This seems like an easy task. But production in the weeks immediately ahead will be the poorest of the year. The next month will also show just how hard the steel tie-up hit the auto factories.

Auto Production Down One-third

DETROIT, Nov. 26. (AP) Motor vehicle production in the United States this week will total 73,733 cars and trucks, Automotive News estimated today.

The trade paper counted 62,475 cars and 11,258 trucks in this estimate. This compares with 94,347 cars and 17,189 trucks last week.

"Auto plants, as far as steel is concerned," Automotive News said, "have shot their wad." It added that production volume isn't likely to equal that of last week during the remainder of the year.

U. S. Raw Rubber Supply Now Safe

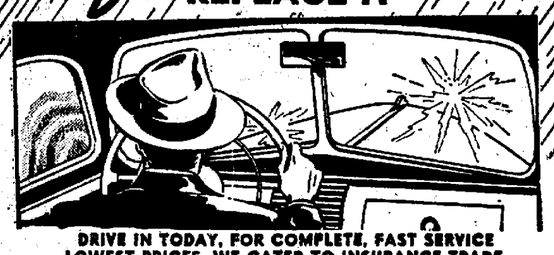
SAN FRANCISCO. This country has become self-sufficient in rubber, says Leonard K. Firestone, president of the Firestone Tire & Rubber Co. of California.

He told a section of the American Chemical Society's week-end convention that "with our synthetic plants and a good stockpile of natural rubber, our position is secure.

"Never again will we be in the desperate plight into which we were thrown after Pearl Harbor."

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Car Buyers to Get Choice on Automatic Gear Shift

DETROIT, Nov. 26. (AP) Most auto makers will have automatic transmissions next year but they may have to build more models without them.

That may sound a bit contradictory. However, it is a distinct probability. Some car retailers say they could sell more cars if they did not have to handle so many de luxe models. They say the so-called optional equipment hasn't always been as optional with the buyer as it might be.

Perhaps this is another way of saying the buying of automobiles is getting down to earth once again. Certainly the car buyers no longer are accepting what they can get; they are demanding—and getting—exactly what they want in color and equipment.

Several makes of cars this year have been available only with automatic transmissions. In other instances manufacturers have reported steadily increasing percentages of their output equipped with them. In all cases, of course, prices were adjusted upward to take care of the transmission refinement.

As long as car demand exceeded the supply there wasn't much objection to extra equipment. But overall demand no longer exceeds the supply and price tags are becoming more important.

Of course, there has been an increasing demand for automatic transmissions. The car makers and the retailers report that once a motorist has driven a car equipped with the device he is reluctant to go back to the standard transmissions.

But there are many would-be car buyers who feel they can't afford the luxury of an automatic transmission. There are as many others who still insist they would gladly "do a lot of manual gear shifting for what an automatic transmission costs."

Several types of these transmissions have been brought out since the war. Those now available add from $175 to $218 to the price of a new car. Ford has said that when the device is added to its Ford models next summer the cost should be under $150.

Chevrolet, however, probably will be first among the lower priced cars to present the automatic gear shift. There has been no indication from Chevrolet as to the price tag.

But even on a so-called low-priced car the de luxe equipment—automatic transmission or overdrive, and heater radio and white sidewall tires—can add as much as $350 to the delivered price. Before the war that sum usually more than covered the initial down payment on a new car in the lower price bracket.

This isn't intended to suggest there has been any decline in the demand for automatic transmissions. Demand has increased. But there are many thousands of car owners who accepted cars so equipped rather than wait indefinitely for a standard model to come through.

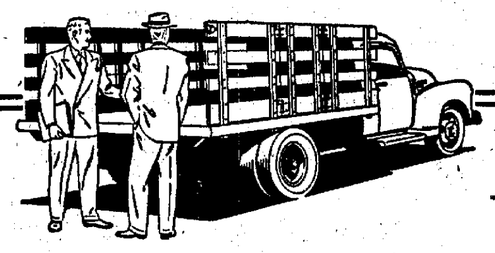
No car dealer will deny there is a substantial demand for vehicles without all the price-increasing extras.

So, with more producers going in for automatic transmissions, it is not unlikely that all auto makers will have to give more consideration to the demand for standard models.

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3,042 new trucks will be bought tomorrow

Will you be one of the buyers?



Based on average daily new truck registrations—first six months, 1949

If so, you will want to weigh and consider the facts presented in this message: Regardless of the nature of your business—regardless of the size, type or purpose of the truck you plan to buy—this factual presentation should help you make a wise decision.

Let's Start with Buying Facts. During the first nine months of 1949, according to the latest available registration figures, here's what happened:

★ Truck users bought more Chevrolet Trucks than the second-place and third-place makes combined . . . nearly twice as many Chevrolet trucks as the second-place truck.

★ Chevrolet trucks accounted for 36.4% of all the trucks bought in America. Better than one out of every three trucks bought was a Chevrolet.

★ Buying of Chevrolet trucks went *up* 14% over 1948, whereas buying of all other makes combined dropped *down* 21%.

There can be only one answer to the overwhelming preference for Chevrolet trucks. It means that hard-headed truck buyers have looked the field over and discovered this fact:

Chevrolet trucks offer more for the money than any other trucks in the field

More Features. When you choose Chevrolet, you get more features you want . . . features that mean you can move goods more miles at lower cost, in greater comfort and safety. Chevrolet's Thrift-master and Load-master Valve-in-Head truck engines are world famous for economy. You get "power with economy" that translates itself into dollar-and-cents profits on hauling and delivery—lower cost per mile on operation and maintenance.

Chevrolet's splined rear axle hub connection is another feature that cuts your hauling costs. It adds strength and durability to the rear axle . . . carries big loads longer, reduces upkeep.

Then there's the "Cab that Breathes" to increase driver comfort and safety, and 4-Speed Synchro-Mesh Transmission on 3800 Series and heavier to "keep 'em rolling" on schedule . . . not to mention such other Chevrolet features as the Flexi-Mounted Cab, Uniweld all-steel cab construction, Full-Floating Hypoid Rear Axles in Series 3600 and heavier duty models, Hydrovac power brakes on Series 5000 and 6000 models, ball-bearing steering, wide-base wheels, and multiple color options. Put all the Chevrolet features together and they make Chevrolet a *better truck buy* for you.

More Models to Choose From. You get a choice of models in Chevrolet to fit every business, meet every need.

Chevrolet currently is offering 81 truck models . . . in 20 different series . . . on 9 wheelbases.

They include all types—conventional, cab-over-engine, "Dubl-Duti" (forward control chassis), and school-bus.

They range in size and capacity from fleet sedan delivery models to massive carriers of 16,000 pounds gross vehicle weight—and the carrying capacity of heavy-duty models can be increased, their usefulness expanded, through the installation of special equipment such as oversize front axles, five-speed or auxiliary transmissions, oversize wheels and tires, oversize rear axles, or tandem-drive or trailing third axles.

More of Everything You Want. All Chevrolet features and Advance-Design engineering combine to give you more of what you want in the truck you buy.

You want economy of operation—and Chevrolet, over the years, has become famous for its low operating cost.

You want reliability, freedom from breakdowns—and there Chevrolet scores again.

You want safety, comfort, low first cost and low maintenance cost. You get them all in Chevrolet.

So if you want to put your hauling or delivery on a more efficient, more economical basis—choose the truck that is *first by far* with America's truck buyers. You'll find, as they have found, that Chevrolet offers more features, more models, more of everything you want. You'll find that Chevrolet offers *more for the money* than any other truck you could buy.

Come In Today. Talk over your delivery and hauling needs with us. We welcome a chance to show you why Chevrolet trucks are preferred over the next *two* makes of trucks combined. *It's worth your while to find out.*

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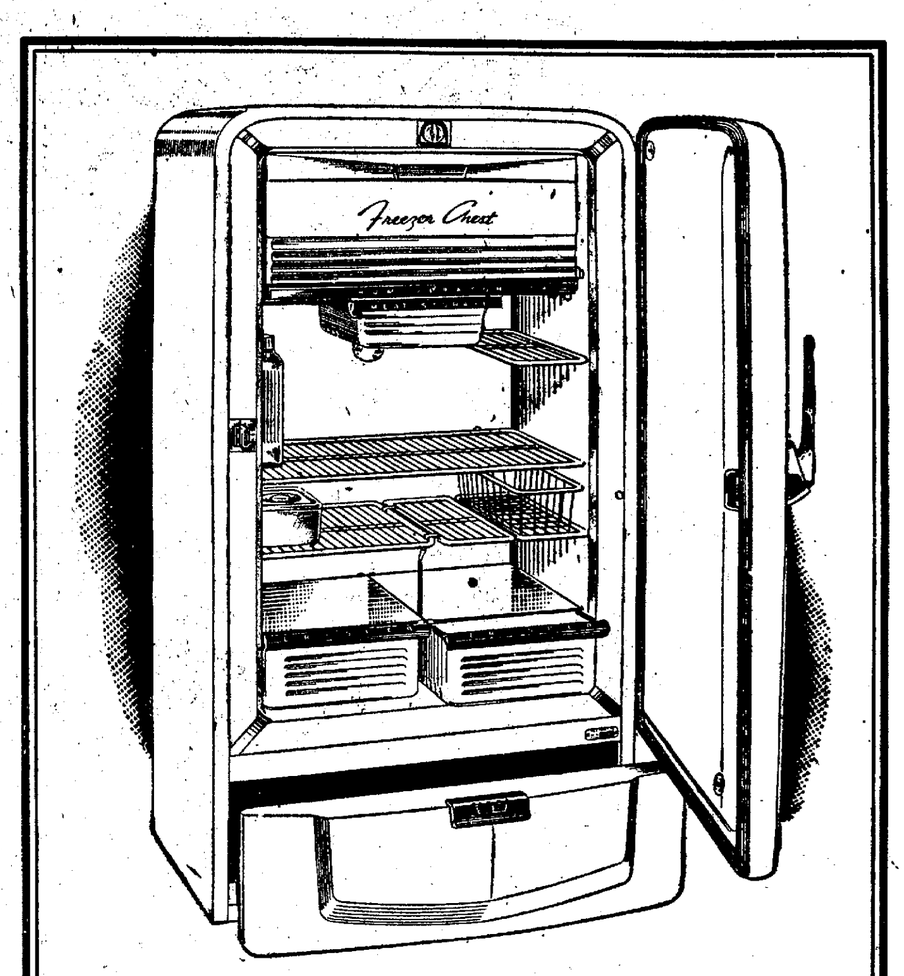
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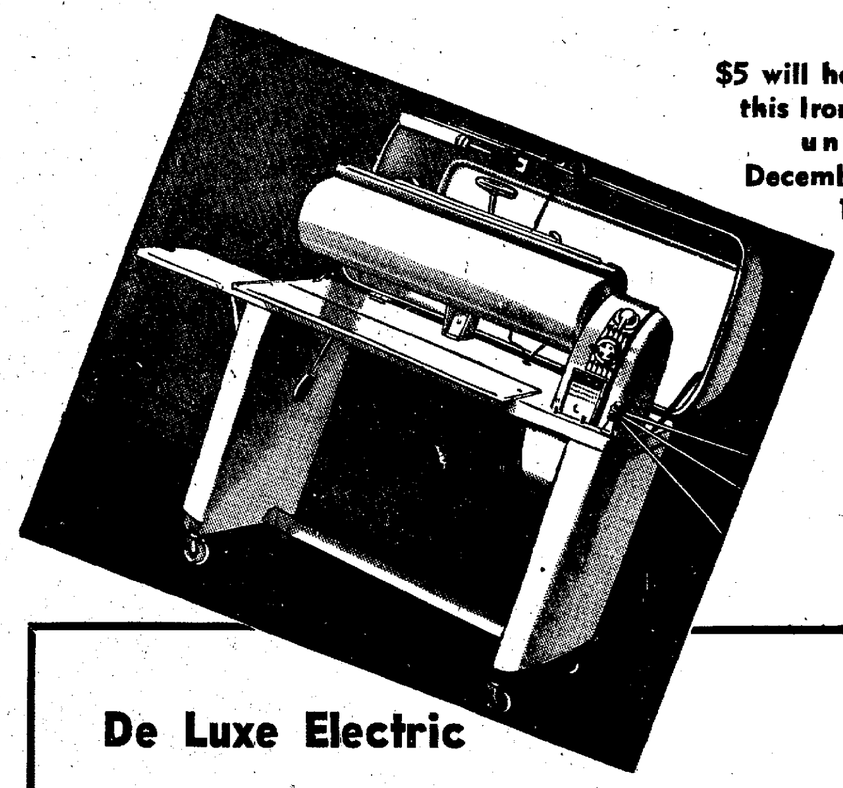
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$5 will hold this Ironer until December 15.

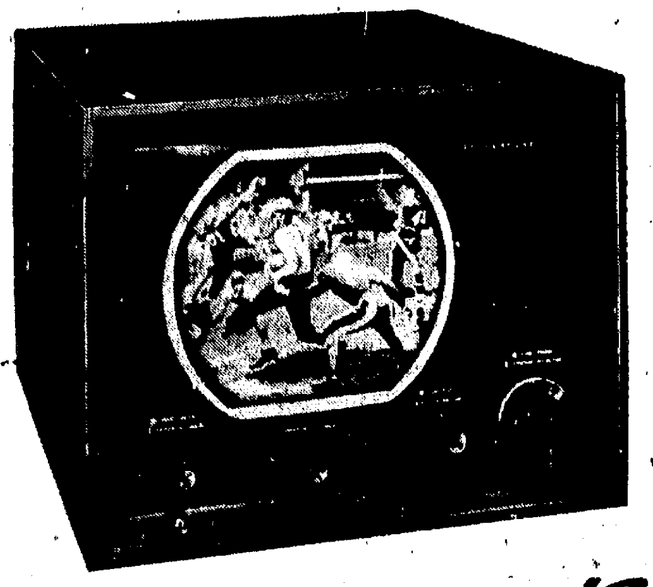
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